

INCORPORATING VANITY FAIR

Vogue



BRIDES. IMPORTATIONS. LIMITED INCOME PORTFOLIO. APRIL 1, 1939. PRICE 35 CENTS

© THE CONDÉ NAST PUBLICATIONS, INC.



To be a dozen places in a day . . . as you often are; to keep going with good grace and an eye on the clock . . . you need wings on your ankles or a Mercury 8 at your door!

The Mercury 8 is the fine new Ford-built motor car priced between the Ford V-8 and the Lincoln-Zephyr.

There's a serene elegance about this car that is thoroughly satisfying. It *looks* unhurried yet moves forward with fleet V-8 power.

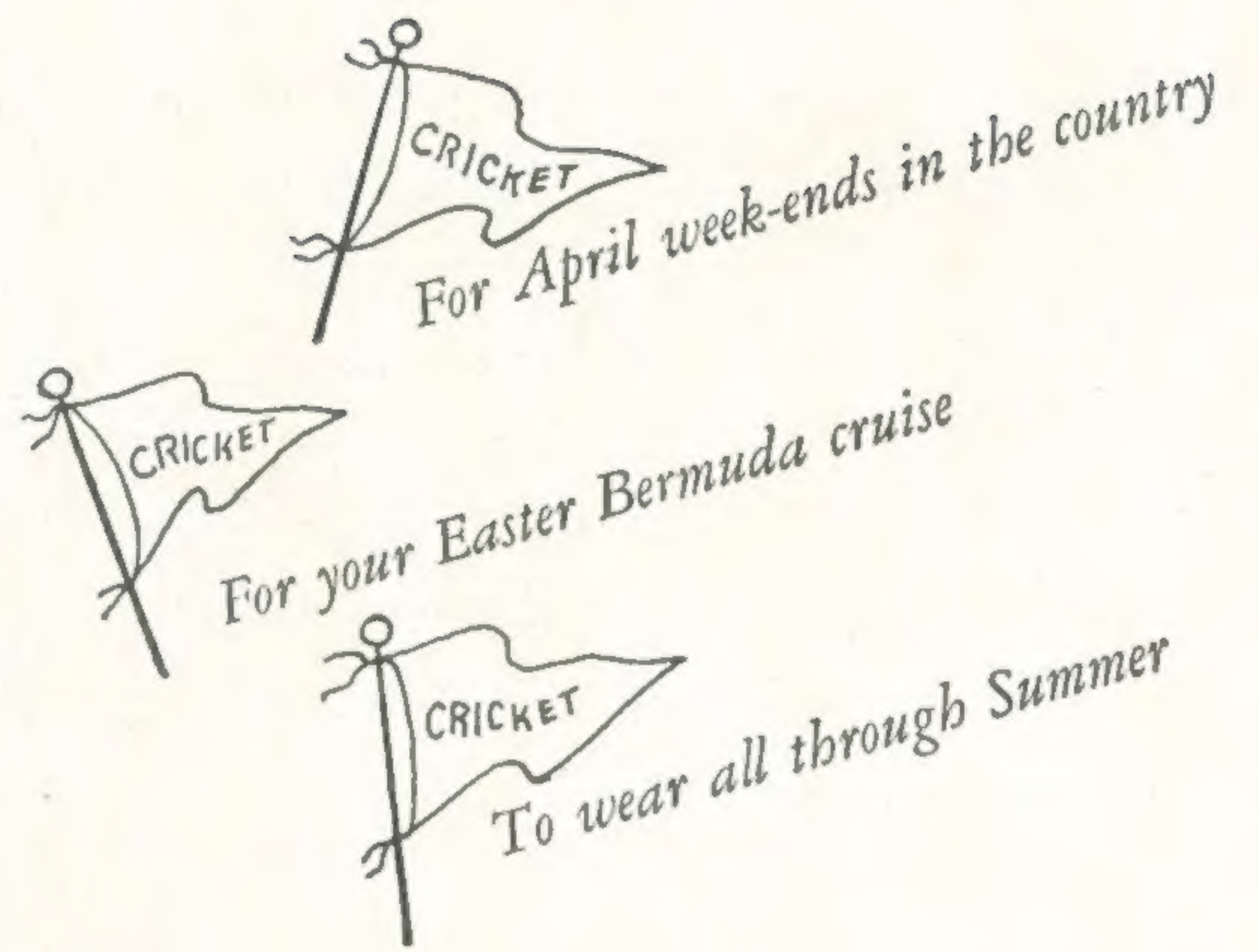
It's long and low . . . as streamlined as a ribbon in the wind. And it's luxuriously large inside . . . completely cushioned for lounging . . . remarkably silenced for rest.

And *driving* this "Eight" is sheer delight! A Californian writes that "my wife is particularly pleased with the steering . . . makes the car so easy to park. On our first trip, we did better than 20 miles to the gallon of gasoline . . . in traffic, have not fallen below

17 miles to the gallon." The Mercury has money-sense along with style! As a lady of action, you'll phone for a demonstration.

MERCURY FEATURES SUMMED-UP

Streamlined length: more than 16 feet over all on 116-inch wheelbase . . . Very wide, deep seats . . . Scientific soundproofing . . . Balanced weight and center-poise design for smooth riding . . . A 95-horsepower V-type 8-cylinder engine . . . Hydraulic brakes . . . Large and accessible luggage locker.



THE "CRICKET SUIT"

Exclusive with Best's

\$9.95

A figure-hugging jacket with a little-boy collar of crisp pique; a graceful skirt that flares as you walk. Here's another of Best's "little suit" successes — made of cotton "cricket cloth" with the fresh, youthful charm that this "air of innocence" season demands . . . The fabric is soft, becoming colors is sturdy, cool and washable; you need have no qualms about sending it to the laundry, for it's Sanforized-shrunk (and the absence of pleats in the skirt makes ironing easy). Typically Best's in its smart style, careful tailoring, and dependable fabric, it's a real value at this modest price.

Sizes 12 to 18 in blue, tan, or gray

Matching hat, 1.95

Mail orders filled

BEST & CO.

Fifth Avenue, New York



PRISTINE BEAUTY OF FROMM *Pedigreed* FOX

... pure and clear in color, no tinge or rust ... lush, lustrous fur with a superlative depth and spread of long, silvery, and silky guard-fur. The 1939 pelts have a depth and spread of silver that is the most beautiful in the history of the Fromm Ranch. 1939 "bright-with-silver" foxes are at smart stores now, identified by the year 1939 stamped with the Fromm trademark and pedigree number on the leather side of the pelts. Ask for the medallions corresponding to the stamp; you receive the pedigree certificate of each of your Fromm Foxes, in exchange for the medallions mailed to Fromm Brothers, Inc., Hamburg, Wisconsin.



FROMM *Bright with Silver Pedigreed* **FOXES**

COURTESY: ALASKA FUR CO., HOUSTON • RUSSEKS, NEW YORK • LEPPERT AND ROOS, ST. LOUIS



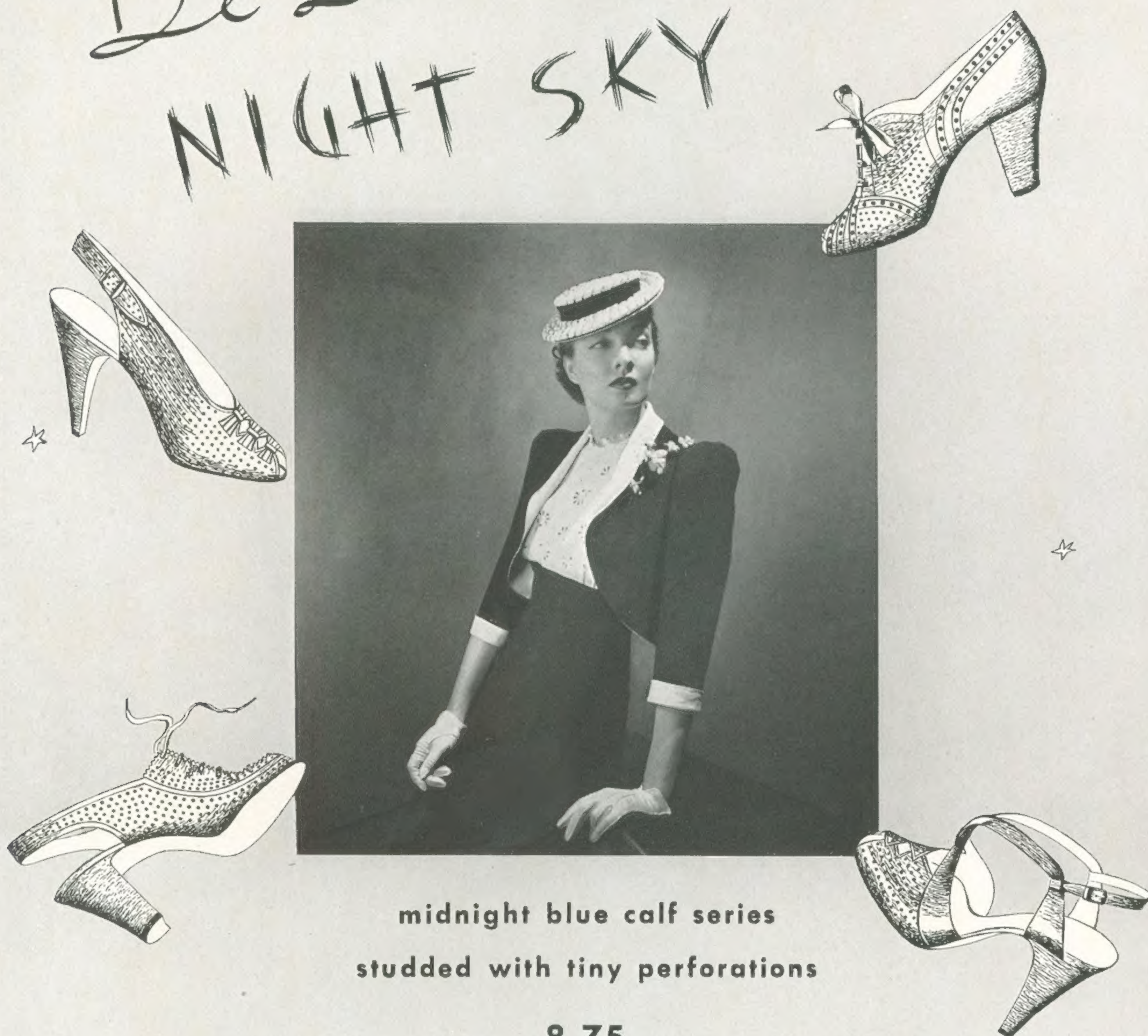


Puzzys brow bouquet of white baby's-breath; Balenciaga's 5 o'clock black crepe

ON THE PLAZA • NEW YORK
**BERGDORF
GOODMAN**
5TH AVENUE AT 58TH STREET

Bonwit Teller

De Liso Debs
NIGHT SKY



midnight blue calf series
studded with tiny perforations

8.75

Light as a breeze at sunset...twinkling with hundreds of perforations like stars in a night sky...this newest blue calf series of popular DeLiso Debs. The wonderfully chic, high-fashion little shoes that carry the name of our top-flight bottier, Palter DeLiso. Designed for debutantes and their smart mothers, for schoolgirls and young careerists. Oxfords, pumps, sandals and Flats☆ are making history in Manhattan at 8.75

"Night Skys" sketched:

VENUS, open-toe, open-heel, open-instep sandal

LEO, open-toe oxford tie with walking heel

SATURN, open-heel, to-the-toe oxford tie

MARS, tri-bow, open-heel buckle pump

☆Reg. U. S. Pat. Off.

DEBUTANTE SHOE SHOP—YOUNG EIGHTH FLOOR

FIFTH AVENUE AT FIFTY-SIXTH STREET • NEW YORK



Blossoms on the bough, exclusive Debutante stem-of-a-dress that unfolds in a burst of snowy cotton piqué. Its dark slender skirt sweeps up to just beneath the bosom. Eyelet flowers sprinkle the blouse and the piqué-lined bolero cuts away like a bird's wings. Black, navy, brown and the new navy-green rayon crepe. 10 to 18, **39.95** DEBUTANTE DRESSES, YOUNG EIGHTH FLOOR

Bonwit Teller FIFTH AVENUE AT FIFTY-SIXTH STREET • NEW YORK



A SPEAKING FRAGRANCE THAT MAKES SILENCE ELOQUENT

impromptu

**LUCIEN
LELONG**



Doorway by Justema; Photograph, George Platt Lynes

Henri
Bendel
10 WEST 57
NEW YORK

*Coquettish fans of black lace on fragile white tulle . . . a
dance dress of infinite beauty. From our import collection.*

WAISTS — SLIM AS A SAPLING



(Left) Tucked panels trim Susan's princess dress. Talon fasteners close the shoulders and side placket.

(Right) Suzanne's rayon print has a shirred bodice. The side placket closes with a Talon slide fastener.

SEE "FASHION MINIATURES" AT A LEADING STORE IN YOUR CITY

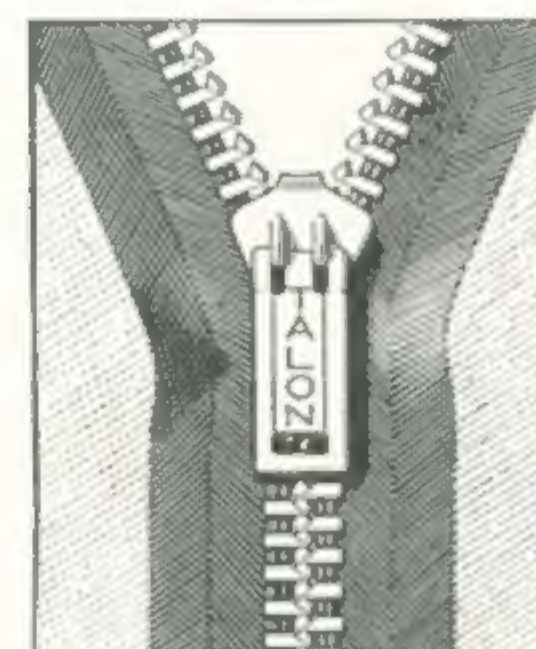
...MADE TINY AND TRIM WITH *Talon Fasteners!*

REG. U.S. PAT. OFF.

Lovely, engaging ladies keep on their toes about important "little" things! They're never, never guilty of "gap-osis"—a peek-a-boo placket. They insist on the Talon slide fastener! It's small, yet strong...smooth, *never* bulky. And it's proved reliable on millions of dresses. Be sure to "take a second look" for the name "Talon"—*always!*

TALON PLACKET FASTENER ★ MADE BY TALON, INC. ★ MEADVILLE, PA.

Reg. U.S. Pat. Off.



SPECTATOR SPORTS DRESSES



These dresses are creations registered with the Fashion Originators Guild...available in sizes ranging from 12 to 20. For information where they may be purchased, communicate with New York Office, Talon, Inc., 71 West 35th Street, New York City.



GATHER ROUND . . . all you gals who hate those mysterious, diabolical runs that come in practically new stockings "for no earthly reason you can fathom" . . .

La! What a bit of news this is for you!

The people at Cannon Mills have discovered some clever ways to thwart the fiendish things!

Now, Cannon doesn't claim their stockings will wear a lifetime. You can snag and tear them—just like any other frivolous, sheer stockings. Alas!

But Cannon Stockings will reduce the "mystery run" hazard to the absolute, rock-bottom minimum! . . . How come?

No Treacherous Hidden Weaknesses

Down at Cannon Mills they have a weird sort of machine that can find invisible weaknesses in a stocking. No fooling! It can discover flaws so tiny no eye can see them . . .

And it's usually just such hidden, invisible weaknesses that later burst forth into full-fledged runs. Hence the "mystery." Catch on?

This uncanny machine searches for imperfections like mad. Searches the silk . . . the seams . . . the joining of the foot to the leg . . . the reinforcing . . . in every Cannon stocking.

And to make sure all is perfect, Cannon gives every stocking three inspections! (Not one, mind you—but *three*!)

Only when no weaknesses of any kind can be found are the stockings pronounced up to the Cannon standard.

Those that fail? Like the little piggy that stayed home—they never go to market!

But the perfect ones do. And how! In the neatest, niftiest, sealed-up cellophane jacket you ever saw!

No Hands But Yours Touch Them

You see the Cannon people had watched women plunging mandarin fingernails and square-cut emeralds into chiffon stockings . . .

So they devised this special cellophane package to protect their lovely beauties. The "Handy-Pack," it's called. And it makes buying stockings as quick and easy as buying a tube of tooth-paste!

Thread count . . . Shade . . . Size . . . are all printed on the outside label of the "Handy-Pack" (in plain view—in plain numbers)!

Save this label and you've got a complete record. For future purchases, you can even mail it to the store if you like.

But hark! Did somebody whimper? Oh—You like to see the stockings you buy over your own skin? . . . Sh-h-h! You can.

Counter Samples to Choose From

Wherever Cannon Stockings are sold, you'll find counter samples to run your hands through! Go right ahead! See for yourself how sheer and lovely Cannon Stockings are! Those samples are there for you to examine and choose from . . .

But the stockings you pay for will be untouched—until you open the "Handy-Pack" with your own fair hands!

*If "mystery runs" are your pet hate...
wear Cannon Hose for every date!*



And such shades! You'll *SQUEAL*—Cannon's colors are so absolutely right! And every stocking—from 2-threads to service weights—are clear and ringless as a mountain brook!

Then—to top it all—Cannon originated a permanently stamped guide on the hem to keep you from yanking on 2-threads when you meant to wear 4-threads!

And now . . . just one more bit of *incredibly good news*! Cannon Stockings (no matter how uppity the shop you buy them from) are never more than 79¢ to \$1.15!



Cannon Hosiery

PURE SILK • FULL-FASHIONED



FROM CANNON MILLS—MAKERS OF CANNON TOWELS, SHEETS, PURE SILK HOSIERY • CANNON MILLS, INC.—NEW YORK, N. Y.

CAREER IN GLAMOUR

For glamour, a woman requires a certain setting: the sweep of a curved stairway, perhaps . . . a grand piano's stark magnificence . . . the star-hung back drop of a terraced garden! Slippers, jewels, furs, gown that seem freshly created for her immediate mood. . . . And—above all—the pervading magic of a

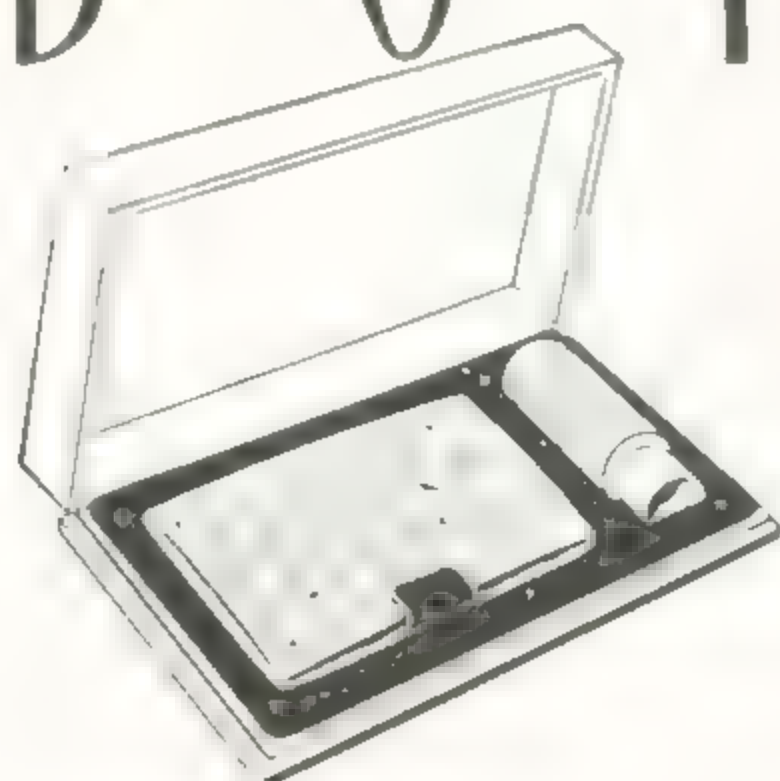
great perfume to blend all details into one brilliant flash of personality. "Bond Street" by Yardley is now appearing in the glamorous entourage of great beauties the world over. On sale in America (in sealed packages only), 2.50, 4.50, 8.50, 13.50. Yardley & Co., Ltd., 620 Fifth Avenue, New York.



BY APPOINTMENT TO HER MAJESTY QUEEN MARY

BOND STREET

A PERFUME BY YARDLEY



Designed in the same glamorous mood, "Bond Street" compacts and lipstick cases filled with Yardley's exquisite cosmetics. The pair.....

5.00

Visitors to the New York World's Fair are cordially welcomed at the Yardley Shop, Rockefeller Center, 620 Fifth Ave., New York

All play and no work

MAKES JILL A GAY GIRL

YOU won't mind the chauffeuring any more—nor the countless little errands and general running-about.

In fact—the pleasure's all yours, there's so much *fun* in driving this season's Buick!

It's fun the way this giant of a great eight leaps at the slightest touch of your slipper to its treadle—fun the way it meekly obeys when you put your foot down on the cushiony brakes!

It's fun to thread through traffic, *swinging* the wheel instead of fighting it—why, even *parking* the Buick's a pleasure, with the tugging and hauling so completely done away!

It's a blessed relief to be able to *see* without craning your

neck and looking down your nose. There's womanly satisfaction in fabrics so fine and fittings so completely lovely.

And how your soul will *revel* in floors free from tunnels, a gearshift handily where it should be, the ability to signal your turns with a mere flip of a switch—and a dozen other big "little" things!

No, it's not the fresh beauty merely that makes it smarter to buy Buick! Good looks, good taste, *good sense* all say so!

For even in this year of generally lowered prices—Buick stands out as a buy-of-buys. It costs less than you think, less than some sixes, and in certain models as much as a *hundred and two* dollars less than a year ago!



NO OTHER CAR IN THE WORLD
HAS ALL THESE FEATURES

- DYNAFLEX VALVE-IN-HEAD STRAIGHT EIGHT ENGINE • FLEET-FUEL-EFFICIENT STEERING
- GREATER VELOCITY • HANDSHIFTS TRANSMISSION
- BOOMER 150-PIE BODY EXHIBIT • TORQUE-TECH DRIVE • TOP-OF-HYDRAULIC BRAKES • CROWN SPRING-TECH • "CATWALK COILING" • OPTIONAL HEAR-KNEE-GEAR-RAIDERS • FLASH-WAY DIRECTION SIGNAL • STEER-BANKING-INTERACTION FRONT SPRINGING

"Buick's the Beauty!"

EXEMPLAR OF GENERAL MOTORS VALUE

You can fall in **L**ove at first sight



It's like being born all over again to step out in a pair of these new MATRIX* ORIGINALS . . . shoes that might have been made just for you! Beautiful shoes . . . finer, more feminine . . . shoes that *hide a secret in their soles*.

It's actually "Your Footprint in Leather"* . . . a cradle for the bottom of your foot, gently matching every curve and rounding into every hollow . . . soothing, sustaining . . . holding your foot at ease, even in motion. No hint of it in the lovely lines, but take a few tentative steps . . . walk to work, shop all day, stand for hours! It will not only be love at first sight, but for keeps, with you and "Your Footprint in Leather".

E. P. Reed & Co., Rochester, N. Y.,
Matrix Style Studio, 47 West 34th St., N. Y.

- A. LORNA . . . *Radiant Serge*, in black, blue
- B. WILLOUGHBY . . . *Baby Calf* in tropitan, black, blue, cranberry
- C. MYRNA . . . *Baby Calf* in black, blue

"Your footprint in Leather"



M

atrix originals

ALL AT ONE PRICE \$10 —DENVER WEST AND SOUTHWEST, \$10.75



SIX WEST FIFTY-SEVENTH STREET, NEW YORK. ALSO AT MILGRIM EAST ORANGE, WHITE PLAINS, CLEVELAND, DETROIT, MIAMI BEACH



Same Height... BUT DIFFERENT PROPORTIONS

Yet in Phoenix Each Finds Hosiery Proportioned to Her Own Individual Requirements

If you're divinely slender you cannot expect stockings made for more generous curves to fit you, too—even if your height is the same. Or the other way round. Perfect hosiery fit is a matter of accurate proportioning to type. And that's exactly what Phoenix does—makes hosiery with individually proportioned ankle, calf and thigh to fit every type and stature.

For perfect fit try Phoenix Individually-Proportioned Hosiery today. Good stores are showing it now in the proper thread weight for every occasion . . . 2, 3, 4 and 6 threads; in new "Personality" Colors to complement your Spring costume and accessory shades. \$1.00, \$1.15 and \$1.35 the pair. PHOENIX HOSIERY COMPANY, Milwaukee, Wisconsin.

PHOENIX *Vita-Bloom* HOSIERY
CUSTOM-FIT PROPORTIONED



SAKS FIFTH AVENUE
NEW YORK CHICAGO
BEVERLY HILLS



Sea Shell

Colors

The misty opalescent gleam of sea shells casts a prismatic glow over dance floors north and south. Cotton mesh . . . like Lorelei's net . . . is banded with iridescent imported kid, and the heels glimmer in misty shades of sea green, blue, yellow, pink or white for dyeing. **18.50**

—loveliest in Silk



You feel better and look better too when you are wearing silk. Quality silk is to fabrics what sterling is to silver—the standard for discriminating women everywhere. And, like sterling, fine silks combine beauty and elegance with intrinsic value. Fashion and color may be copied in cheaper fabrics but the quality in a fine silk cannot be imitated. Whether your new dress is a flattering silk print like the one above with its sheer white petticoat bound with the print, or taffeta, chiffon or crepe, insist on knowing that it is a quality silk. If it isn't labelled, ask your retailer to write the fiber content on the sales ticket. He will be glad to do it for you.

INTERNATIONAL SILK GUILD • 250 FIFTH AVENUE • NEW YORK



Jessie Franklin Turner

410 PARK AVE. at 55th St. NEW YORK



Carolyn
REG. U. S. PAT. OFF.

ENLIVENS YOUR NEXT HEAVY DATE

WITH THE JACKET-OVER-FORMAL MODE... FOR DAY OR EVENING

Introducing a sister act in the new glamour technique of "Lastex" yarn. Standing, silk chiffon, three exquisite flower tones, lilac in the skirt, sweet pea in the jacket, fuchsia in the sash. Sitting, black or navy rayon net over taffeta, with white pique trim, also in gray with pink trim. Both dresses may be worn without jackets for formal. Both

jackets are shirred all-over with "Lastex" yarn for that hug-me effect which is as flattering as it is smart. Yes, the magic stretch of "Lastex" goes into every type of woven or knitted fabric, silk, cotton, wool or rayon. It goes into every item of the wardrobe, in various applications, for fit, for comfort, for control, for convenience — and for beauty.

Lastex
REG. U. S. PAT. OFF.
THE MIRACLE YARN
THAT MAKES THINGS FIT

An elastic yarn manufactured
exclusively by United States
Rubber Company, 1790 Broadway,
New York City.



CAROLYN MODES are sold in one fine store in each of one hundred cities from coast to coast.
For the store in your city, write to NATIONAL MODES, 130 West 31st Street, New York City.

Russeks

Original

Russeks Design Studio original... a handsome mink cardigan designed and produced in our own workrooms by Ralph Marano. This and other Russeks originals now available in fine stores throughout the country. Russeks—Fifth Avenue at 36th Street, New York.

"You just know she wears them"

Easter
"Gift eggs"
 with
 America's
Finest stockings



Choose
 "Satinskins"
 in
 Peppermint
 Fan Tan
 Honey Dew
 Sundown
 Apricot
 Sun Deck
 Clipper Tan
 Cordial
 Palm Beige
 Powder Beige
 \$1, \$1.15 and \$1.35

For Easter, you'll give—with enormous pleasure—these bon-bon-like Gift Eggs, frothy as a confection, filled with exquisite stockings whose serene distinction no others can equal. You'll adore their sheer beauty. You'll choose them deliberately for the women you know who are particular. We're proud of your pride in giving them away. For yourself and for your friends, the discovery of longer wear, snag-resistance, extra-elasticity and finer fabric will prove reason enough for always choosing the best . . . these are Easter remembrances not quickly forgotten!

McCallum Stockings

P R O P P E R S T O C K I N G S

Ayer Rose



*Ayer Rose—natural—warm—youthful—a complete make-up
blended for the woman who knows it is smart to look pretty*

AYER ROSE FACE POWDER, 1.00 to 3.00
AYER ROSE ROUGE, Dry or Cream, .50 to 1.00 LIPSTICK, .50 to 1.25
AYER ROSE LIQUID NAIL ENAMEL, .65

HARRIET HUBBARD AYER INC.

NEW YORK

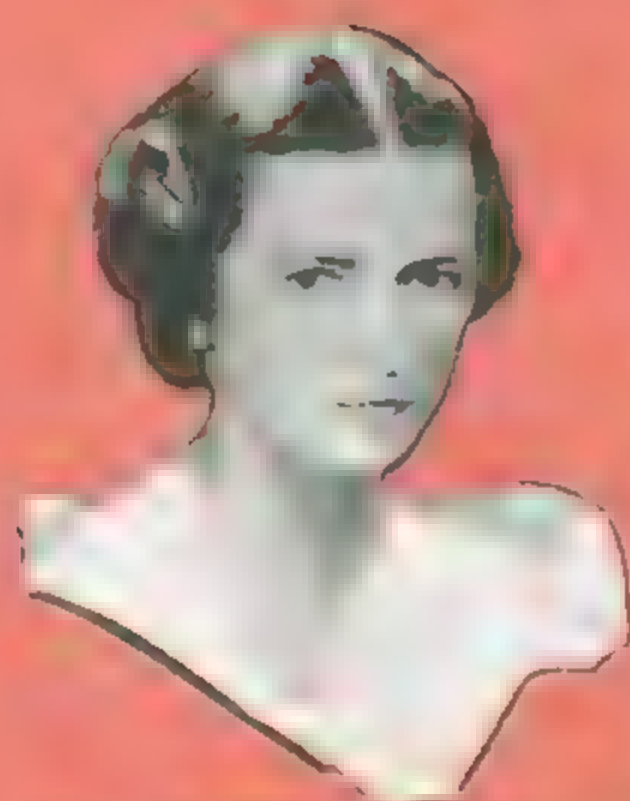
LONDON

PARIS

MONTREAL

Heirloom Plate

HALLMARK OF THE FINEST SILVERWARE



How lovely and how
simple, too, to make
a wedding gift of
Heirloom Plate. It's
simple, too, to make.

When "I" becomes "we" . . . and "my" becomes "our", there'll be nothing quite so wedding-wise, so intensely delicious, as your wedding gift of Heirloom Silverware. Surely you feel your wife about you the day you doled out Grandma's for your new Heirloom pattern! And what Heirloom Plate so often is the gift of the bride's own folk—it's nice for Dad to know that Son-in-Law is his modest \$20's. Choose your Heirloom pattern—what choice silverware is there . . . Graced by guests are quite to order. And, don't forget to ask about Silver ornaments . . . yours without extra cost.





Germaine Montiel

DESIGNS ESTIVAL

IN ST. LOUIS EXCLUSIVE WITH **LOCKHARTS, INC.**

IN DETROIT EXCLUSIVE WITH **SAX-KAY**

IT'S AN EASTER
FOR FLOWERS
AND FRILLS

IN DAINTY GLOVES

by *Van Raalte*

Flowers and frills, curls and veils—every feminine foible short of swooning flourishes this Spring. These new gloves, of kitten-soft rayon Fauntex* and ribbed rayon Picnit* are helping hands to the daintiest of Easter costumes. "Fair Lady," the Fauntex* glove on the figure, pays flowery tribute to your hand. And flowers or frills put the other gloves in pretty mood. They are sold in better stores everywhere at the trifling price of \$1.

created and produced in America



"FRILLS", of Picnit, will ripple outside your Easter coat sleeve in a feminine, frivolous way. . . . \$1

"BRIDESMAID", of Fauntex, with embroidered flowers, won't be long in making its own match. . . . \$1

"BAR HARBOR", of eyelet-embroidered Fauntex, is as airy as it is pretty—and that's saying a lot. . . . \$1

"GRAPEVINE", of Picnit, wears a graceful embroidered tendril to express its fashionable femininity. . . . \$1

IT'S AN EASTER
FOR GLAMOUR AND GRACE

IN QUEEN'S LACE*
STOCKINGS

by Van Raalte

Shorter skirts call for more glamorous stockings—feminine fashions demand daintiest accessories—so lovely Queen's Lace* is having its heyday. As an accompaniment to Easter orchids, and for a note of grace all Spring and Summer, these stockings are indispensable. They are also some of the most practical stockings you can buy. For the filigree lace weave makes the stockings run-resistant and long lasting. You'll find Queen's Lace* in better stores everywhere, at \$1.65.

Van Raalte

STOCKINGS • UNDERTHINGS • GLOVES
317 FIFTH AVENUE, NEW YORK CITY



"because you love nice things"

Kalmour
in *celanese* * Rayon Crepe

"Algiers," Kalmour hooded exotic
in the new cover-up dinner
gown mood. Red-white-and-blue.
\$29.75. Better stores everywhere,
or write Kallman & Morris, Inc.
530 Seventh Avenue, New York.

Charles of the Ritz Rejuvenescence Cream...
FOR A PERENNIAL LOOK OF BLOSSOM FRESHNESS

"Moisturize" your skin . . . Wear Rejuvenescence Cream Ritz under make-up for a look of blossom freshness and smoothness.

This amazing cream films the skin in silken transparency, gives the effect of moisture. Make-up appears blossom fresh. . . skin has a fine-grained, blooming look which becomes your "skin texture" to the world!

Use Rejuvenescence Cream Ritz day and night for constant "moisturizing".

\$3.50, \$6.00, \$10.00, \$15.00



Cordure by Charles of the Ritz

Charles of the Ritz
 NEW YORK



Out of the Gardens of the World—

HOUSE & GARDEN'S PORTFOLIO

of

Flower Prints

25 Superb Full Color Reproductions

in a Handsome Portfolio Case

FOR art lovers, or garden enthusiasts, here is a treasury out of the past—25 entrancing color engravings representing the finest creations of the Golden Age of Floral Illustration.

These are the flower prints selected by the Editors of House & Garden for serial appearance in the magazine. Here they aroused so much admiration, and so many requests for duplicate prints, that a special portfolio edition was authorized.


As each color engraving is printed separately, the collection is a valuable source of decoration for the home. Individual prints can be selected for framing. At the same time, it is an authentic reference volume for the library of the print lover—its interest being pointed up by Richardson Wright's Introductory Essay, "Flower Prints and Their Makers".

At any time of the year, this charming Portfolio of floral engravings suggests a perfect answer to the gift question. If you wish, we will be glad to ship your gift direct to your friend and mail a gift card in your name.

House & Garden's Portfolio of Flower Prints

is Now Ready for Delivery

\$5 Postpaid



THE CONDE NAST PUBLICATIONS, INC., GREENWICH, CONN.

I enclose \$5 for which please send me House & Garden's Portfolio of Flower Prints (postpaid). (Gift orders may be attached.)

Name _____ Street _____ City _____ State _____

AM 11-59

Easter Glamour Begins Here!



Like a clever new
make-up secret...

these exquisite

Holeproof Crepes *make legs lovelier!*

★ Do right by your Easter costume—give it the added beauty of these thrilling new Luxuria Crepes by Holeproof . . . which actually make ankles seem more slender, curves more alluringly feminine! To create this new kind of stocking we twist finest silk *three times* more than for ordinary chiffons. This produces a sheerer, duller texture, which thousands of women report beautifies their legs like a magic new make-up secret. Actually longer wearing by test because firmer, yet more elastic, more resistant to snags.

Whatever the color of your Easter costume, you'll find a Holeproof Hosiery shade which will enhance its loveliness. See these exquisitely sheer Luxuria Crepes at good stores everywhere—from \$1 to \$1.35. Other fine Holeproof stockings of high twist silk, 79c to \$1.65. HOLEPROOF, Milwaukee, Wisconsin. (In Canada, London, Ont.)

Daydream \$1.15

For red-letter days and frivolous evenings these 3-thread Luxuria Crepes look like a 2-thread—wear like 4! Lace-runstop top.

Starlight \$1.15

A wispy sheer 2-thread Luxuria Crepe for enchanted evenings. Wears surprisingly well for a 2-thread. Lace-runstop top.

HOLEPROOF HOSIERY



Luxite brassiere and girdle
are companion products of
Holeproof Hosiery Company

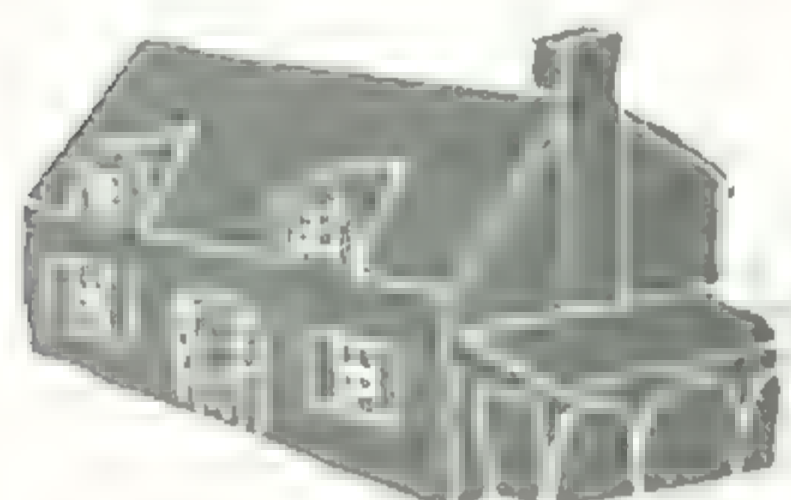
4 IDEAL HOUSES

filled with smart, new decorating ideas for your home



GEORGIAN

Step through the covers of House & Garden's April Double Number into these four Ideal Houses—and you'll collect ideas by the hundred for planning—decorating—and furnishing your own home!



EARLY AMERICAN

Visit the stately Georgian house first... then the Early American cottage... go on to the interesting Modern home... and

finally to the most unusual of the group—the French Provincial.

These four House & Garden Ideal Houses for 1939 vary widely in design—but the four architectural styles represented are those which the editors believe to be most important and most appropriate to the American scene.



MODERN

100 IDEAL ROOMS

In addition to plans and construction notes for these four houses, the imposing April Double Number brings you four portfolios of interiors, decorated in styles that correspond to the architecture of the houses. Here are interiors conceived by House & Garden's staff—by leading decorating firms—and by the country's smartest shops and stores... more than 100 rooms in all! Here are ideas for color schemes, for floor and wall and window treatments, and for charming new furnishings. And here, in

this same issue, is a list of important stores throughout the country where you can actually see these furnishings.



FRENCH PROVINCIAL

If Spring gives you the urge "to do things for your home," don't miss House & Garden's April Double Number. For besides the Section devoted to Ideal Houses and Ideal Rooms, there's another which contains a Gardening Portfolio—news of the latest fabrics—table settings—recipes—and scores of other tips for Spring.

HOUSE &

NOW ON SALE AT YOUR NEWSSTAND—35c

GARDEN'S Ideal House Double Number



INVISIBLE PANELS BUT VERY VISIBLE CONTROL . . .

You can't see them, you won't even feel them . . . but their effect is gloriously obvious. Firm one-way-stretch panels . . . fashioned into these new Vassarettes in front and in back . . . provide complete control for abdomen and derriere INVISIBLY. Not even a seam mars the smoothness of your silhouette! Not a single bone reminds you of your beautiful new figure! Pictured . . . Vassarette All-in-One with new Invisible Panels and Vassarette's new Full Fashioned Bandeau top that fits without a wrinkle, lifts comfortably, youthfully. This de luxe style, \$15. Others with Formal or Bodice Backs, \$10. Invisible Panel Girdles start at \$5. All of specially processed "Lastex." Write for booklet and name of nearest store. Vassar Co., 2543 Diversey Parkway, Chicago.

Underneath it all... a



VASSARETTE

Here come your Easter Leaps!



SLEEKER... SMOOTHER... PRETTIER... IN STOCKINGS THAT FIT BOTH LEG AND FOOT

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STOCKINGS
in all leg sizes

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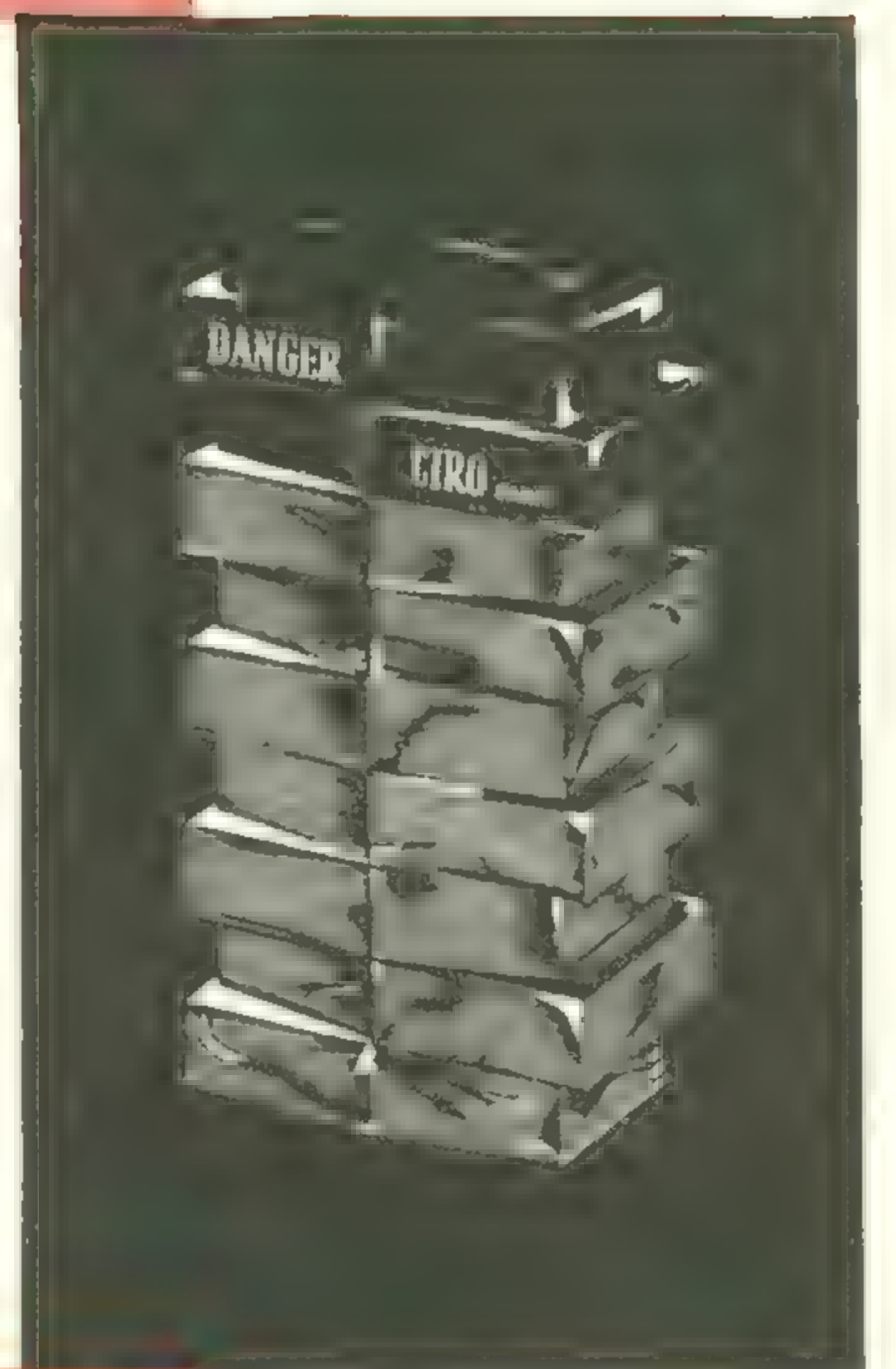
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PARIS

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*Reg. U. S. Pat. Off.

Matching Pakables Hats by Harryson



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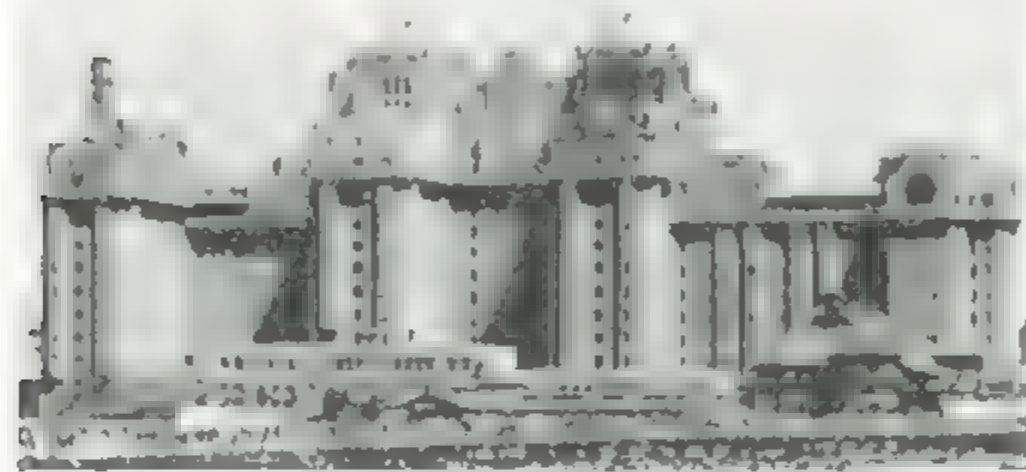
Riviera Apt. Hotel. 229 Ward Parkway. "For fine living". With beauty and charm. Permanent guests only. Furn. and unfurn. 3 to 7 room apts., 2 & 3 baths.

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Atlantic City



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VOGUE'S TRAVELOG

MID-SOUTHERN GARDENS. Throughout the month of April travelers in Mid-Southern states will be treated to a magnificent natural flower show; for this is the annual blossom season, when famous plantations and town-houses become the southland's show-places. With traditional hospitality, the owners of many of the finest estates invite visitors to share the rare beauty of their formal gardens and the surrounding countryside in full bloom.

On April 8th to 24th, the North Carolina Garden Clubs will hold their annual Garden Tours. This is a particularly good time to see the flowers in the peak of splendor. Charleston, South Carolina, will hold its annual Azalea Festival from April 11th through the 16th, with outstanding events scheduled for the first four days and Saturday and Sunday taken up by cooperating events in the nearby countryside.

APRIL SPORTS CALENDAR:

April 1-2—National Championship downhill and slalom skiing events, including tryouts for Olympic Championship in 1940. South slope of Mt. Hood, Mt. Hood, Oregon.

April 10-15—Horse Racing Meet at Knutsford Park Race Track, Jamaica, B. W. I.

April 10-15—Annual United North and South Tennis Tournament at Pinehurst, North Carolina.

April 21-23—Tenth Annual Championship Golf Tournament of Mid-Southern Seniors' Golf Association at Greensboro, North Carolina.

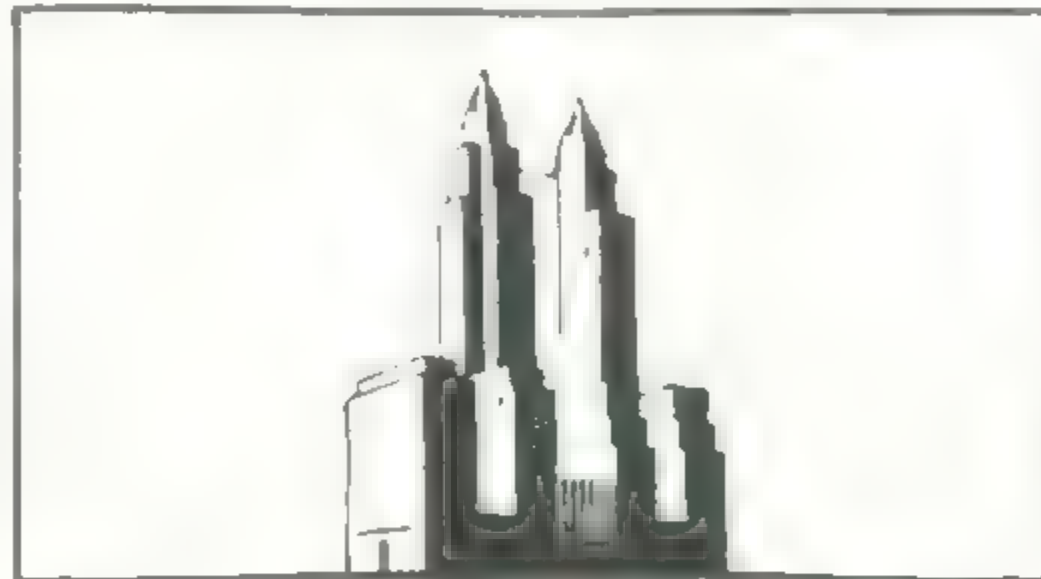
April 27-29—44th Annual Ojai Valley Tennis Tournament for Amateurs and top-ranking professionals—400 entries. Ojai Valley, California.

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New York City

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New York City



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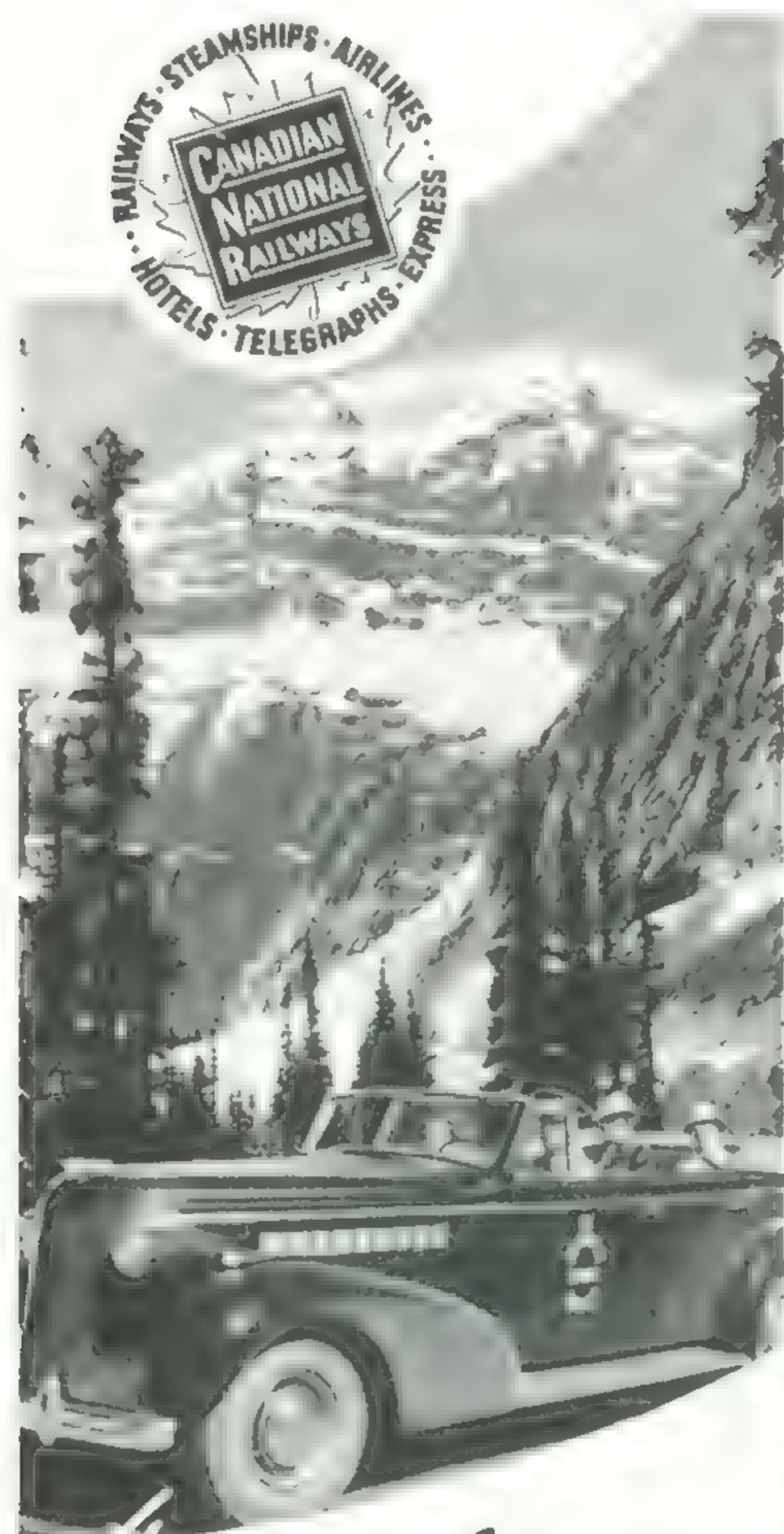
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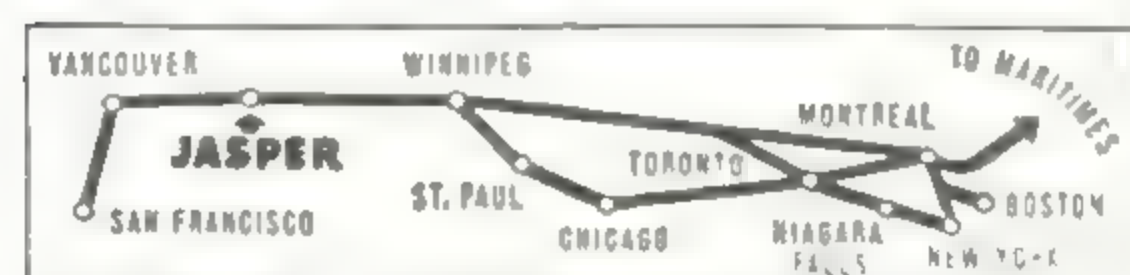


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Alpine Playground
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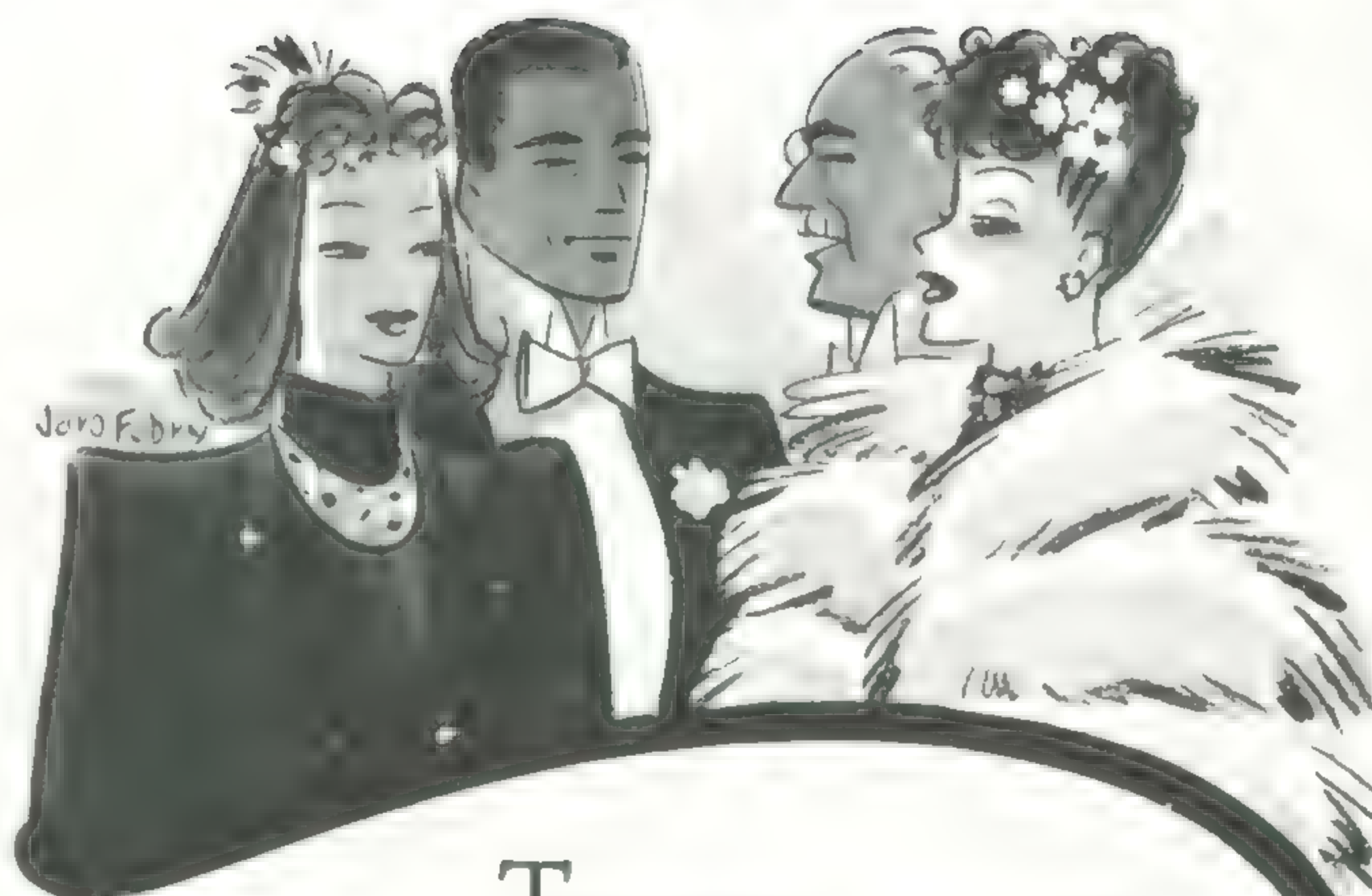
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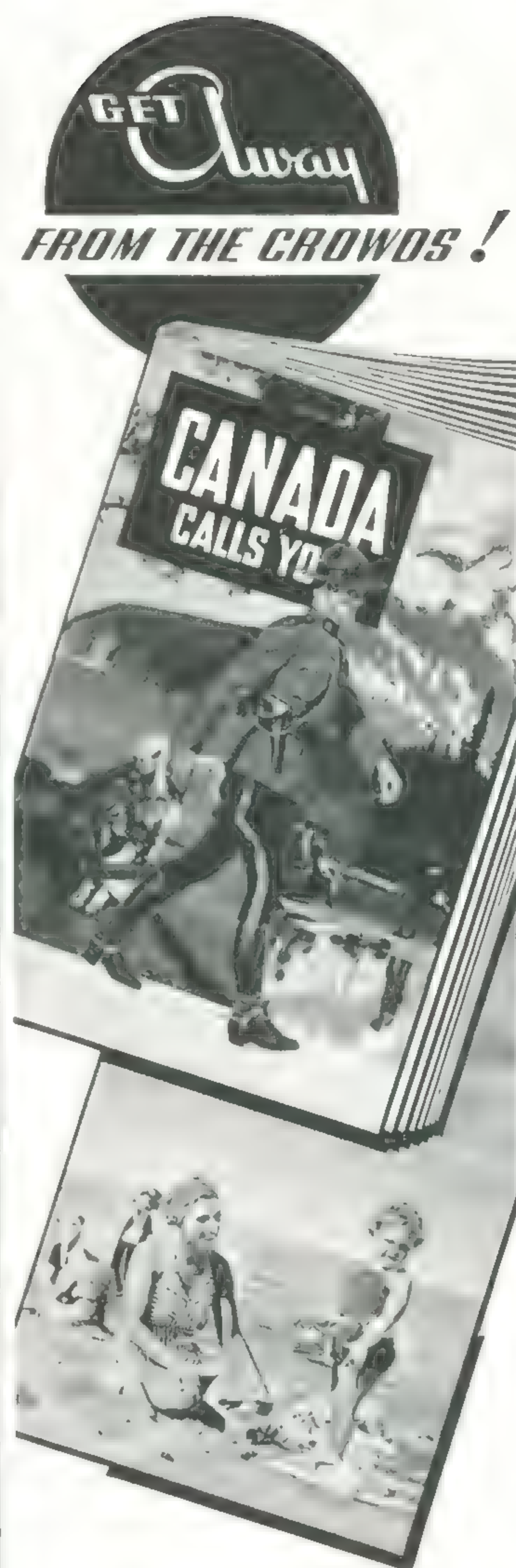
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VOGUE'S PRIX DE PARIS

Thesis Topics

Below we publish the subjects for the Prix de Paris Thesis. Five topics are suggested. Choose any one. No thesis may exceed 1500 words. It must be posted not later than midnight of April 20th.

- ① Choose a particular phase of one of the following subjects and write an article suitable for Vogue: Art, Literature, Music, Theatre, Movies, or Travel.
- ② Plan an "Americana" issue of Vogue, bearing in mind the following major points:
 - a. Suggest a general theme. (Vogue used the "World of Tomorrow".)
 - b. Suggest a lead article and frontispiece. (Vogue used the "Tomorrow's Daughter".)
 - c. What features would you schedule? (Vogue used features carrying out the "World of Tomorrow" theme.)
 - d. Suggest an idea for a fashion portfolio. (Example: Vogue's "Clothes America Lives In".)
 - e. Suggest a cover.
- ③ Outline a campaign to increase the newsstand (*not* subscription) sales of Vogue. Write promotional literature, posters, pamphlets, advertisements, etc., which you think would be effective. To what types of purchasers would you direct your appeal?
- ④ Write an essay on typical modern American amusements, assuming that it (the essay) is to be buried in the Time Capsule at the World's Fair. (The Time Capsule contains a record of contemporary American life, to be dug up in 6939 A.D.)
- ⑤ What do you think are the essentials of good advertising? Using the actual advertisements in Vogue as your examples, tell which ones you think are good, and which unsuccessful. Suggest new methods wherever possible.

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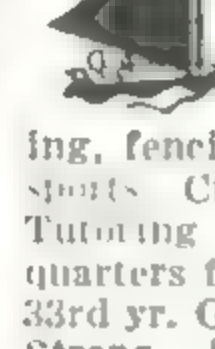
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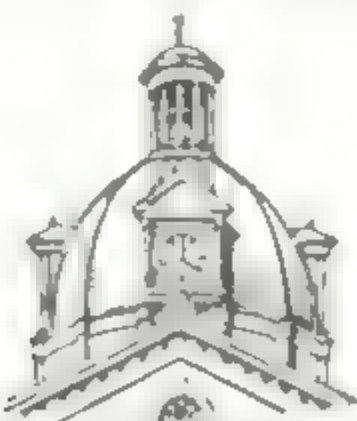
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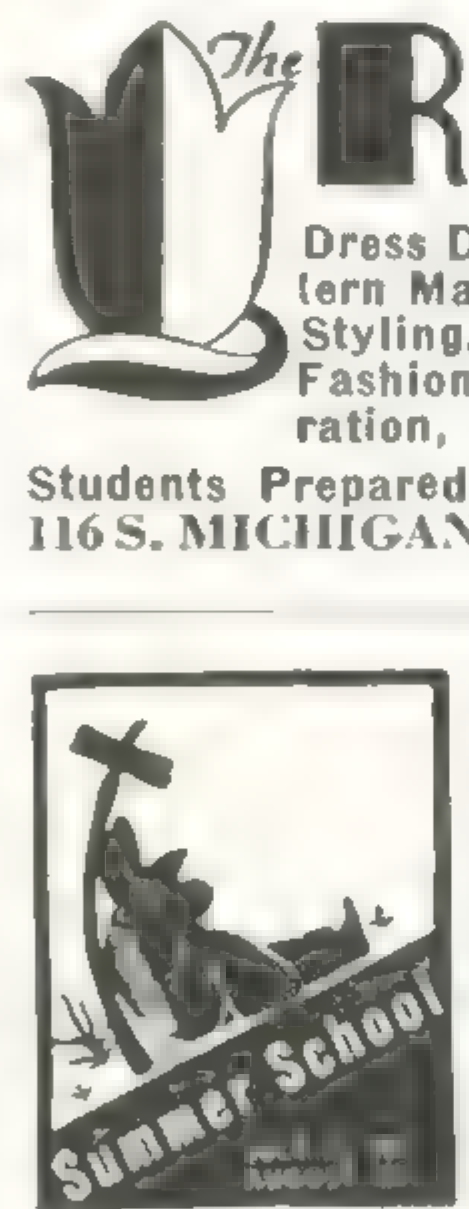
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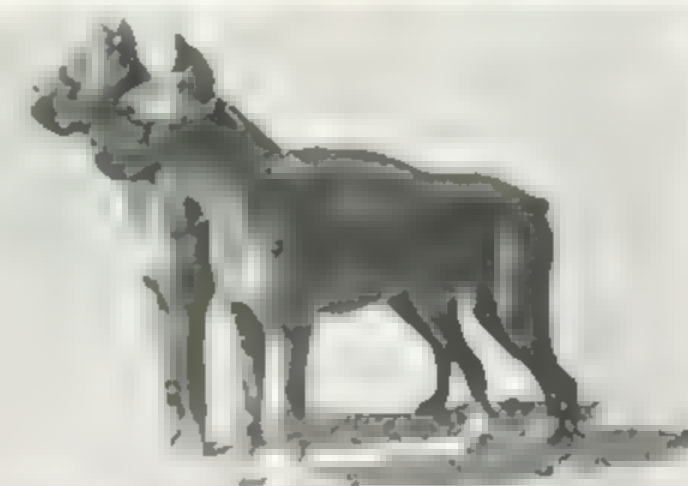
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THE DOG MODE



The white Standard, Ch. Blakeen Jung
Frau, with her owner, Mrs. S. R. Hoyt

All-purpose dog

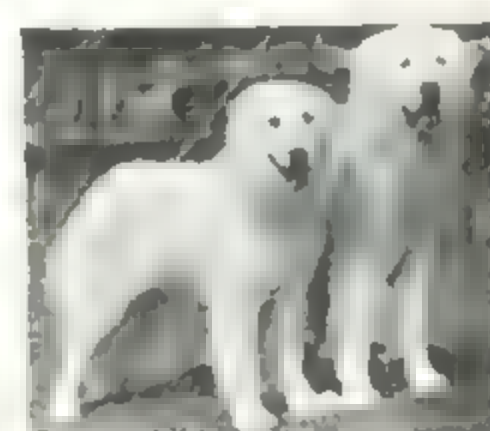
THE man of a thousand faces would probably tuck away the other nine hundred and ninety-nine when the Poodle was about. Otherwise, he'd soon find himself sharing his art with his dog. For the Poodle has a flair for adopting the expression and feeling of human colleagues. We see that versatility at work when we take the Poodle into a city apartment, into the show-rings for breed and Obedience competition, or out where the river runs, for retrieving purposes.

The style, character, and soundness of the breed need no justification. His ever-increasing popularity in the canine scheme of things is proof of his many capabilities and his almost human intelligence.

When we come to the origins of the Poodle, we have varieties of opinions and innumerable theories. It is the belief of many that the original home of the Poodle was the desert-swept country around Algeria and Morocco and that he was brought to Greece and Rome countless centuries ago. It is all a mixture of much legend, little fact, and individual choice.



The English or saddle clip. The black Standard,
Ch. Hillandale Punch. Mr. and Mrs. C. S. Smith



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OF VOGUE



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The general consensus of opinion, however, is that the Poodle is strictly a German breed, for the word "Poodle" is a derivative of *Pudel*, applied to the breed because of its ability in water retrieving. Because of the popularity of the Poodle in France, both as a sporting dog and a circus performer, it was believed for a time that his background was strictly French. This was discarded by a majority of English and American breeders in favour of the Teutonic theory.

The Poodle has retained all the unique characteristics of his breed for many hundreds of years. Evidence of this is to be seen in the painting, "Laying Down the Law," by Sir Edwin Landseer, executed a century ago. There is the wise, sagacious look, the remarkable resemblance between the white, dark-eyed, and black-nosed Poodle and our present-day champions.

People are sometimes prone to regard the Poodle's coat trim as a ludicrous affectation. Yet it is by far one of the more interesting phases of Poodle history. They seldom realize that the reason for the coat's being clipped in the first place was to afford the dog greater (Continued on page 38)



Obedience. Ch. Kaffir of Piperscroft, C. D., takes the "high jump." Mrs. Whitehouse Walker

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Friday, June 2nd

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Walter Reeves, Judge

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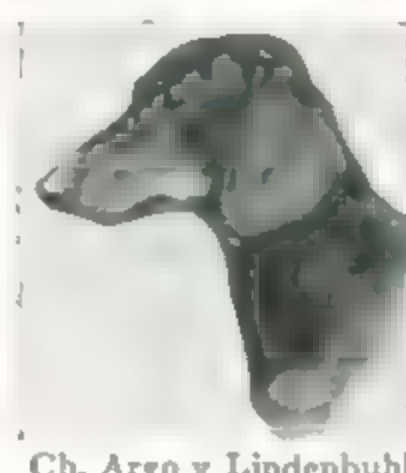
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Ch. VAKER AV VINDSVÅL

THE DOG MODE OF VOGUE

When we come to the physical characteristics of the Poodle, it must be remembered that, next to soundness and intelligence, the most necessary attribute of the breed is style. This is produced by a natural liveliness of action, and the proportions of the length and height. He should be a grand, elegant-looking dog, well-built and with a fine, proud carriage that is accented by the spirit and liveness of his stance and movement. The Poodle must be stylish and beautiful to look at, sweet-tempered and intelligent to live with, and strong enough to be used for outdoor or sporting purposes.

In the matter of colour, the Poodle can be any solid or even colour. The white, the silver, the blue, the cream, or apricot should have dark or black eyes, lips, nose, and toe-nails. The brown and the red should have dark amber eyes, dark liver nose, lips, and toe-nails.

The Miniature Poodle, with a maximum shoulder height of just under fifteen inches, is a replica of his larger brother, is equally intelligent, takes up very little space, and is a delightful companion for the small apartment, being very clean in the house and perfectly behaved. Soundness and activity are every bit as important in a Miniature as they are in the Standard. The difference, actually, is only in the size.

And again a note on the Poodle's versatility, taken from the writings of Peter Scheithin and penned about 1840:

"All that is clever and brave in a dog is united in the Poodle. Renowned for his power of scent and memory, true to death, he has skill in art, in learning what the master wishes, and is very good at play. He teaches himself, he imitates man, he has moods, and, in one of his moods, he will learn nothing and behave as if he were dull and stupid, quite good at acting boredom. At other times, he is active and curious, sometimes he will run to your help, he will feel compassion, will laugh and cry, pour out tears and jump for joy. In him all is psychic; in all other dogs, the instinct commands; in him, there is more intelligence. It is perfectly useless to chastise him, as a beating fills him with anguish, and you get nothing out of him. Children are specially fond of him as he is tolerant of all childish tricks."

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A SCHOOL Idea for FAIR goers

If you're going to the Fair—either Fair—why not solve your school problem at the same time, by stopping off to visit one or more schools en route?

This summer gives you an excellent opportunity to do some advance investigating. There's no better way to be sure you are making a wise selection than to visit the school yourself—talk with the headmaster and his staff—see the physical equipment and absorb the atmosphere of the school and its environment.

We suggest that you study Vogue's School Directory in this issue—write to the schools that interest you most—and plan to visit one or two of them. We'll be glad to help you—to supply information, plan itineraries or make appointments that will enable you to make most efficient use of your time.

To parents who come to New York for the World's Fair, we offer a special word of welcome. Don't hesitate to call upon us with your problems—by letter, telephone or in person!

VOGUE'S SCHOOL BUREAU
420 Lexington Avenue
New York City



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right for town . . . but*

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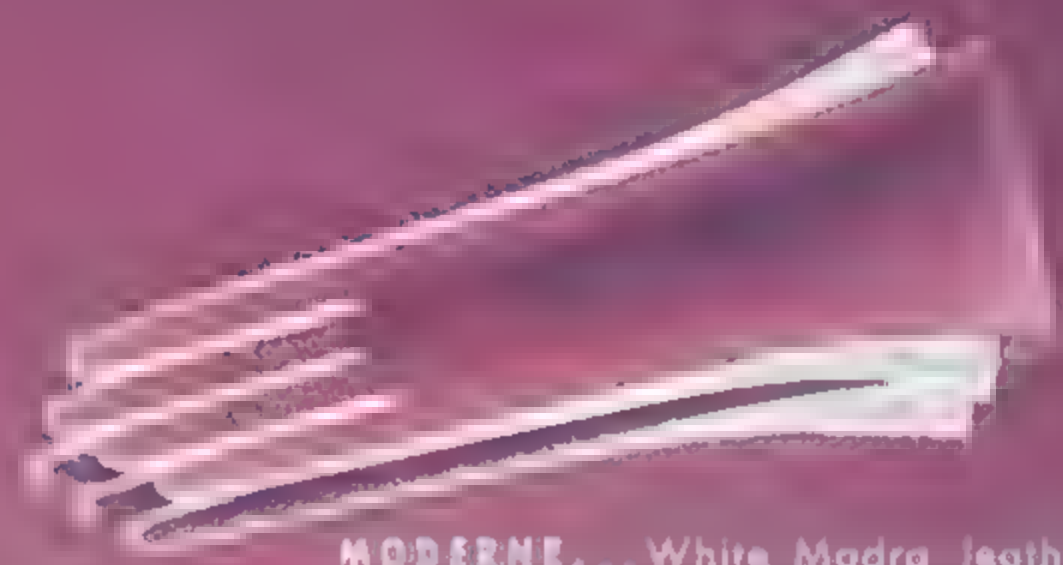
In the same issue: Ideas in Spring Decoration
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New Boite . . . Coronation in Cambodia.



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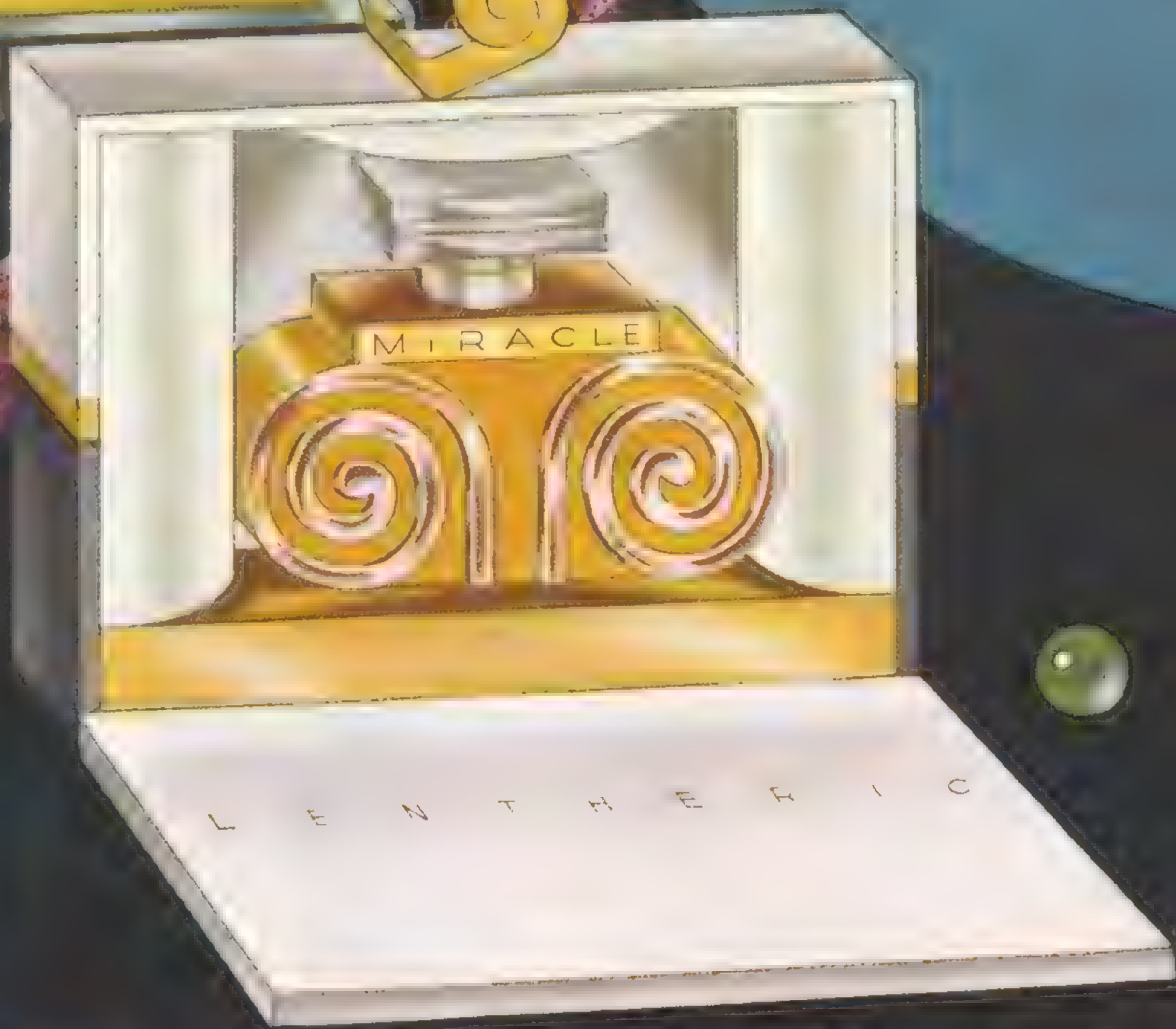


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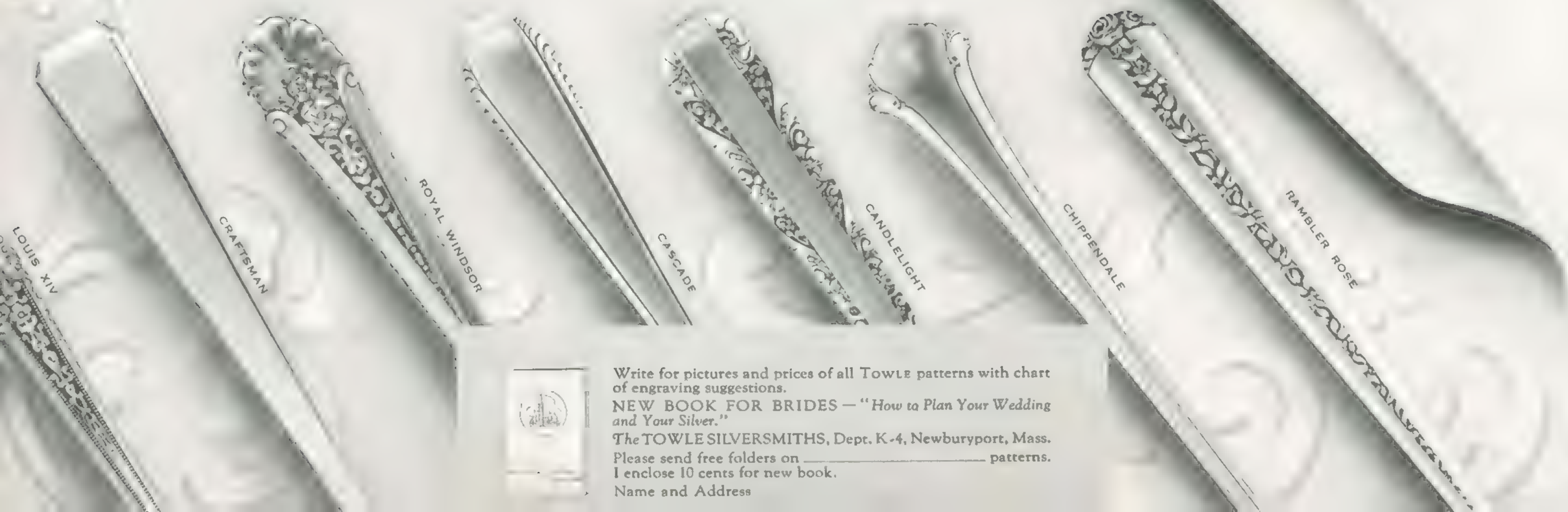
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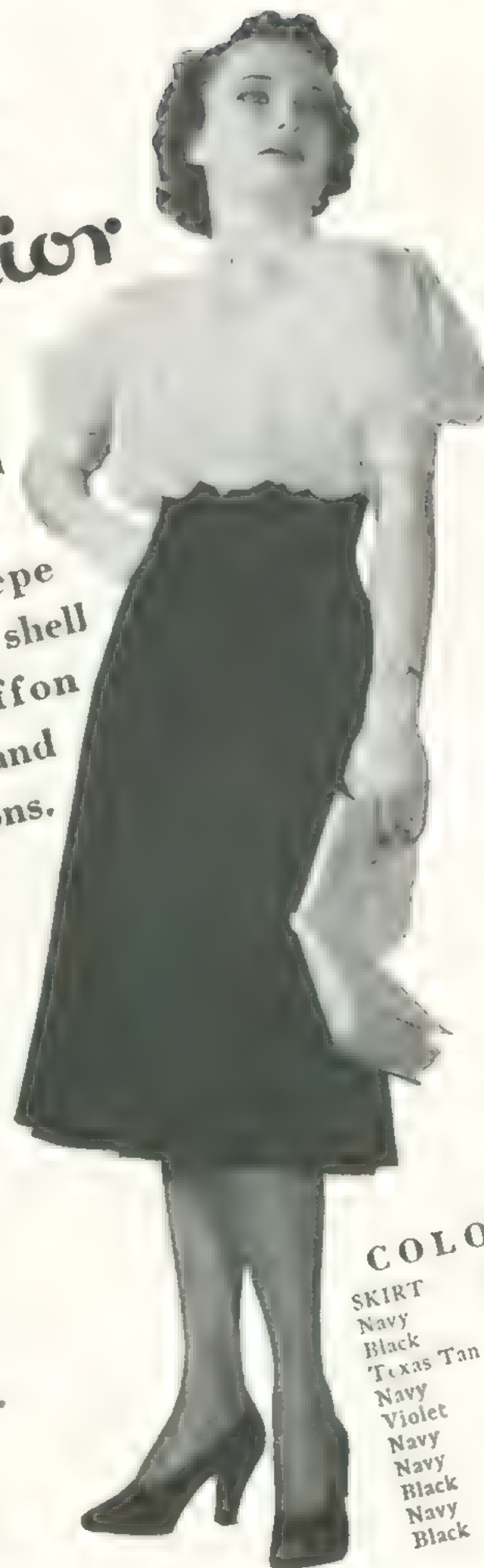
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VOGUE COVERS

Modern Miracle Play

Bringing the drama back to its prime mover, the Church, the Canadian Drama League of Toronto will help celebrate Passion Week with two performances of John Masefield's darkling Easter epic, "Good Friday." This greatest of stories will be told on the chancel steps of New York's Church of the Heavenly Rest, 2 East Ninetieth Street, on April 5 and April 7 (Good Friday).

Like the mediæval Miracle Plays, Masefield's verse drama is brushed with wonder and mystery. It is a pageant-play telling of the Crucifixion, set down in Masefield's poetry, subtly understated, yet excited. The darkened church, the music of organ and harp, violin and tympani, the sound of marching feet, the blare of Roman bands, the moving mob, the costumes, pied and picturesque, the voices of the choir, all point up the final tragedy which itself is left unseen.

Having acted out the "Good Friday" story in Canada for several years, the Toronto group is bringing its production to New York for the first time. Like the Oberammergau players, each member usually has the same part: Patricia Card as Procula; Harold Hunter as Pilate; Cecil da Costa as the Chief Citizen; Edward Roberts as Longinus; and William Sheldon as the Blind Beggar. Several New Yorkers will also be in the cast. Mrs. Card designed the costumes, doing extraordinary things with Lucite and Cellophane. Her use of near ultra-violet radiation and colour screens gives the costumes a visible glow.

Tickets are free and may be obtained by writing the church or by phoning ATwater 9-6200.

Dali exhibition

Twenty oils by Salvador Dali, all new ones which were painted during this past year and have never before been shown, will be on exhibition at the Julien Levy Gallery until April 18. In these paintings, Dali has concentrated on what he calls "paranoiac critical activity"—the painted images change as you continue to examine them.

In this exhibition, there will also be Surrealist objects by Dali. Our favourite Surrealist object, so far, is the fur-lined teacup by Meret Oppenheim, which was in the show at the Museum of Modern Art.

Passy



The Passy Restaurant is far too well known to be news; it has been established at 28 East Sixty-Third Street for eleven

years and, with its quiet atmosphere and excellent food, is one of New York's most pleasant restaurants.

They have now, however, three new dishes that are news. The first is Chicken Sauté Lathuille; the chicken is cooked with mushrooms, artichokes, and tomatoes in a white wine sauce. The second is Sweetbread Lilly, which is cooked with cream, pimento, and truffles. And the third is Filet of Sole St. Malo. The filets are poached in white wine with oysters, shrimps, and mussels.

Junior League Ball

The Junior League of the City of New York is giving a ball, called "American Holiday," on April 14, in the vast Seventh Regiment Armory. Costumes or evening dress, the Committee does not care, but it rather prefers costume. Besides dancing, there will be movies to see, darts to throw, and fish to catch.

The whole armory will be alive with red, white, and blue decorations. The stamp of distinction on April 14 will be J. L. on the back of your hand. Mrs. Thomas W. Armitage is Chairman of the Ball; Mrs. Garth Pierpont James, Assistant Chairman; Mrs. Robert De Vecchi, Chairman of Sponsors; Miss Marian Raymond, Chairman of Donations; Mrs. F. Phillip Lindh, Chairman of Tickets.

Gro-Graphs

It is pretty annoying for a mother to discover that her child has reached the awkward age without any record of those lost years when the child was a pretty, round-faced baby. To guard you against that, Alice T. Lee takes photographs for you. She comes, every four or six months, to your own house. The baby doesn't need to cope with strange surroundings and is happy and relaxed.

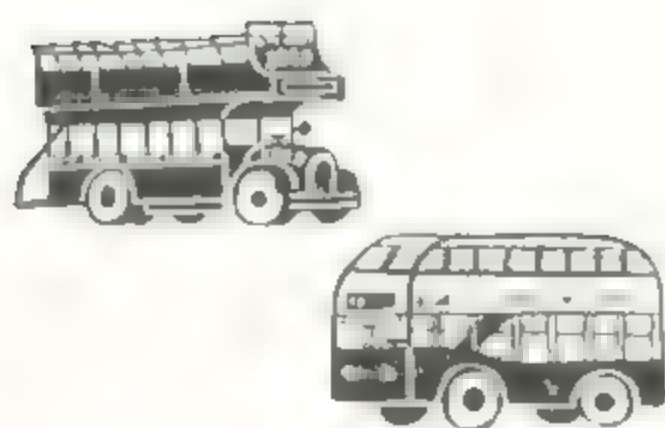
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THE TOWN



When bound in a loose-leaf album, these photographs make a Gro-Graph, which is not only scientifically interesting, but also a wonderful sentimental record. You can telephone Mrs. Lee at PLaza 3-3638. What rather puzzles us is where, without Mrs. Lee, all the old baby photographs of celebrities come from.

Ad-lib jam

Some of the very top artists of swing and the blues have now formed the "Society of American Musicians," and are giving cocktail concerts every Friday at the Park Lane (Park Avenue and Forty-Eighth Street) from five to eight o'clock. It's called the Friday Club, and is really an ad-lib jam session, with people like Billie Holliday, Eddie Condon, Willie The Lion Smith, and Benny Goodman, dropping in for a few hot licks, like the jam sessions on the famous Commodore twelve-inch records. The tariff is only a dollar.

Auguste Renoir

At the Durand-Ruel Gallery, from March 28 until April 15, there will be an exhibition of portraits by Auguste Renoir, for the benefit of the Friends of the Fine Arts Department of Barnard College. In the show, which consists of twenty-four oils painted between 1875 and 1911, there will be a portrait of Alfred Bérard, and one bronze, a portrait of Coco, Renoir's youngest son.

Advice to photographers

Many an enthusiastic amateur photographer, returning home with what he hopes is a complete movie record of his trip, has had a bitter blow when the rolls of film are developed. It is very difficult for the traveller to find a place to run off the movie, and a mistake, which might easily have been corrected, has spoiled the whole series.

This need happen no longer. Thomas Cook and Son appointed Frederick F. Watson as photographic counsellor to their clients. Mr. Watson's headquarters are in New York, where he may be reached through the company. He is sent the film, air mail, by the traveller. After it has been processed, he writes, air mail, to the next port of call, explaining the faults of the film and how to correct them.

Since other photographs may easily be developed on the trip, Mr. Watson is usually asked for advice on movies, but can give instructions for any kind of photography. All this is a present from Cook's to its clients.

Victoria and Alexandra

Victorian and Edwardian dresses, from 1837 to 1910, will be in an exhibition at the Metropolitan Museum of Art until April 23. This show is unusually comprehensive:

there are dresses by French and American designers, wedding-dresses of stiff satin and rose-point lace, morning dresses of embroidered batiste, and ball dresses of brocade.

Three of the dresses are very interesting historically: one, an evening dress in taffeta of the Stuart tartan, was worn by Queen Alexandra at Balmoral when she was Princess of Wales; another, a pale yellow tulle State dress, embroidered with gold sequins, also belonged to Queen Alexandra; the third, a magnificent court dress, completely covered with gold-embroidered peacock feathers, was worn by Lady Curzon of Kedleston at the Durbar in India in 1903.

Town gossip



....With five new satires on their list, the Hartmans are dancing in the Persian Room of the Hotel Plaza, every night after the theatre....

....Pencil drawings and water-colours by Jean Oberlé will be on exhibition at the Carroll Carstairs Gallery, from March 27 until April 18....

....Ruby Newman and his orchestra and that unique mimic, John Hoysradt, who has been playing in London, are back in the Rainbow Room at Rockefeller Center....

....The Harvard Hasty Pudding Club will give the final show of its Eastern tour at the Waldorf-Astoria Hotel on April 8. This year's show is a farce called "Fair Enough," with a background of the New York World's Fair. "FLANEUR"

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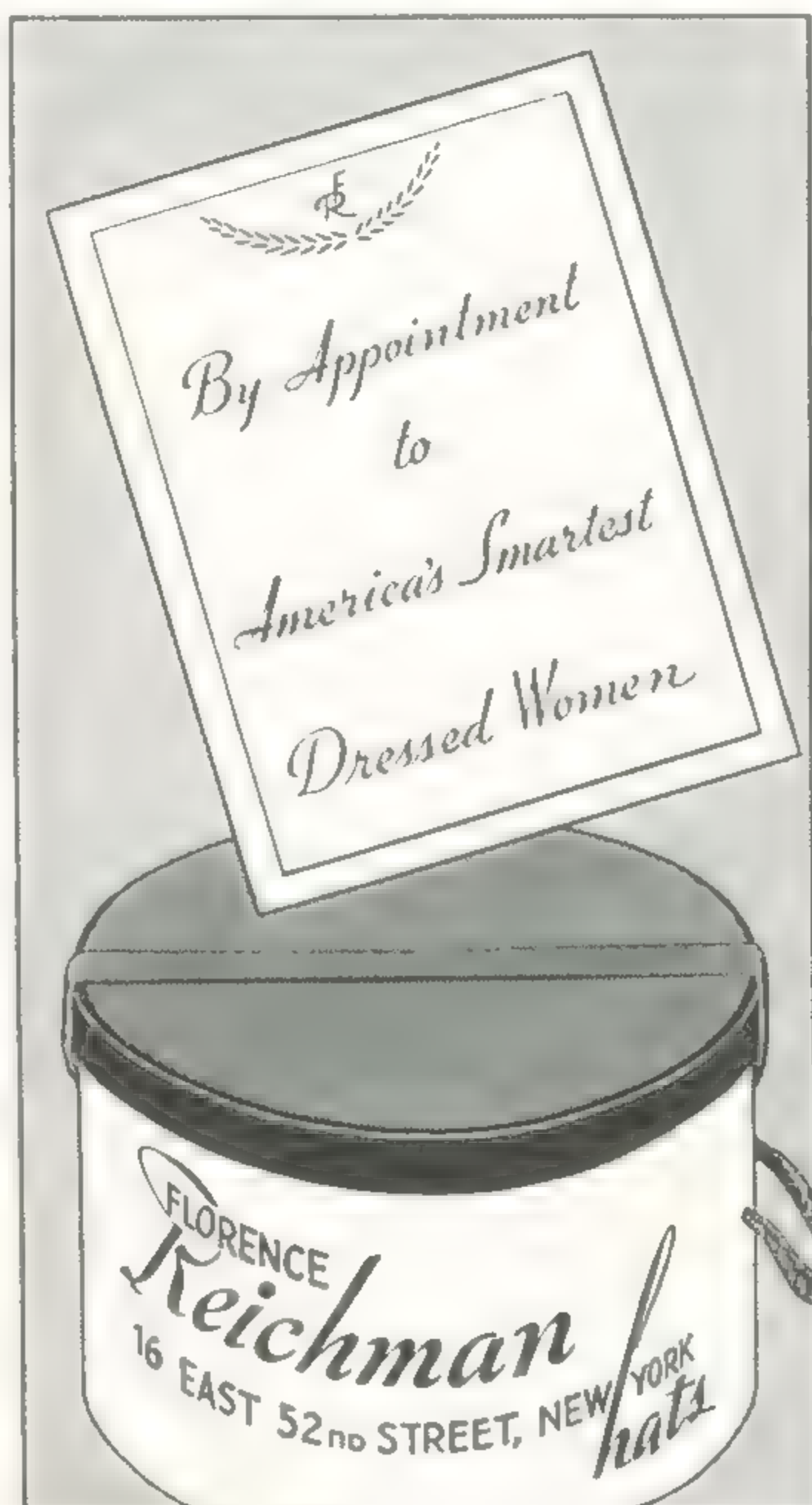
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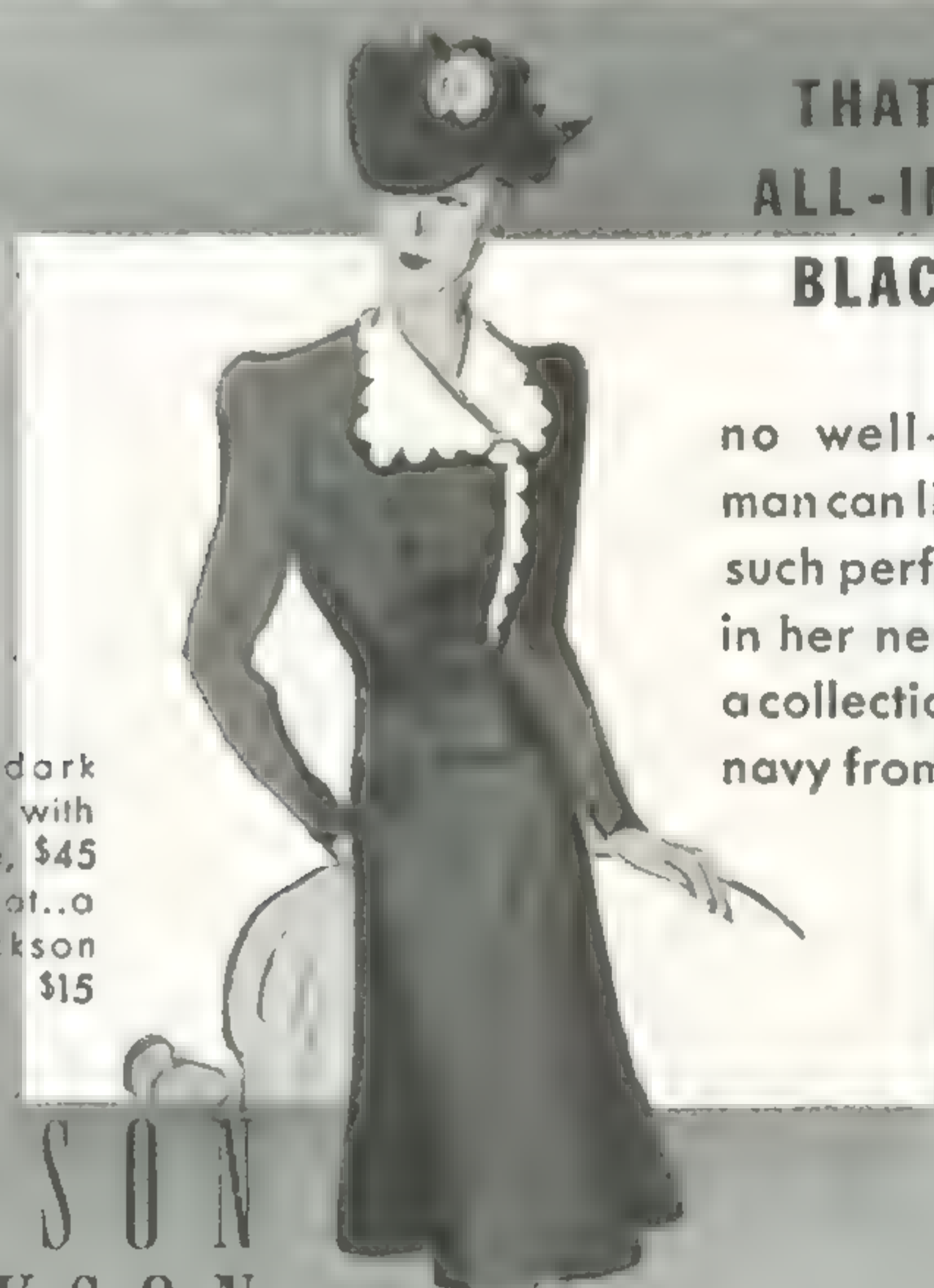
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DECORATOR'S DAY-BOOK

REJUVENATION—At the York Club, on East Sixty-Second Street, Miss Miriam Smyth has worked wonders in the rejuvenation of the dining-room. By making the walls white, she lightens this rather dark room, and provides a background for Allen Townsend Terrell's decorative panels. The panels are Chinese in inspiration, modelled in low white relief against a soft green ground. Yellow leather benches line the walls beneath them, and the mirrored, wide bay-window is hung with a yellow textured material. A mirrored mantelpiece adds still more glitter. Even the chairs have been remodelled and simplified, with leather seats, and there's a Victorian flowered carpet to give a certain restful movement.

Smyth, Urquhart, and Marckwald are doing important things with plastics; for instance, tables of that glass-like material called Lucite, that will fit into a room with antique furniture. They like to emphasize, too, height and contrast in a room, an important trick in these days of low ceilings; and they use great stuffed chairs and sofas to produce an effect of calm and comfort.

PROVINCIAL PANELS—At Gotham and MacLaughlin's, they are showing one of those small, rare, eighteenth-century rooms. This one is Louis XVI. and Provincial in tone, with touches of the old gilt and colour in the carved trophies. It is really a collection of doors, overdoors, and mirrored panels; set up with the walls covered with a flowered paper, it would make an enchanting country-house room. Two of the doors have glazed upper panels, and a pair of overdoors has painted landscapes in an unusual shade of red-violet. All of the panels and doors are painted a soft, creamy grey, and could be fitted into a room of almost any shape.

SHELL GAME—News at Alfred Orlik's are the fine French porcelain shells, which are copies of old ones, with gilt flowers all over them. One of each of the four colours—white, shell-pink, pale turquoise, and celadon-green—make an unusual hors-d'œuvres service—when brought in on a silver tray. Or you can use them at luncheon for Crab Ravigotte. And they again have a collection of those charming porcelain Easter eggs, in four different sizes. These are boxes, really, and, filled or empty, they will make pretty handsome Easter presents.

The Orlik crystal keeps on coming out in shining new forms, and these hand-cut and superb pieces will doubtless be museum pieces in their old age. There is, first, the low oval celery dish that is so adroitly cut that you can hardly believe its smooth edges, the work of an expert artisan. Then there is the large oval, which looks for all the world like a crystal sunburst; and a larger, boldly cut round one that begs for a compote of fruit.

Here you will find, too, crystal decanters with a bold, simple cutting, —very masculine, these; and the finely painted Meissen plates, each with a different fruit or flower, in a small size, which the English have lately adopted for hors-d'œuvres. And for a luxurious luncheon (or dinner) alone, there is the Orlik supper service of porcelain, with a brilliant green "Willow" pattern all over it, and bright gold touches. This with its large, covered plate includes everything, even to the small condiment dishes for salt, pepper, and mustard, and is a definite inducement to invalidism.

PORCELAIN TOWER—There are antiques, and antiques with a flair, and these latter are not too easily come by. The present prize at Sydney Brown's shop is a tall, tapered obelisk of porcelain, topped with a porcelain bust. No, it is not a stove, as you might think, but just a decoration, and a rare one. It is shining white, very eighteenth-century Vienna, with baroque leaf arrangements and swags, and the whole thing over seven feet high. A small foyer would need no more than this to be brilliant.

The Sydney Brown collection has other gems; among them, a mirror framed with wall-paper. This one is old French, and of overmantel size, with its wide frame covered with flowered paper and accented with painted mouldings. It gives you an idea, certainly, about using wall-paper borders, old or new, in places other than on the wall.

Then there is the pair of low mahogany *guéridons* of just table-height; these have beautiful oval tops and square bases, all very simple, and are supported by ebony columns. And the small table that has been concocted of a large, old French gilt-paper box, with its mirrored top. And the roughly gilded plaster shells that were meant to hold concealed wall-lights, but are fine enough to be used just as decoration on a mantelpiece.

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Coley-Cleveland—Miss Blanche Caroline Coley, daughter of Mrs. John W. Johnson, of Slantonsburg, North Carolina, and of the late Hayde C. Coley, to Mr. Donald L. Cleveland, son of Mr. and Mrs. Clement Cleveland, of Greenwich, Connecticut.

Dalton-Hall—Miss Marlon Dalton, daughter of Mr. and Mrs. Philip S. Dalton, of Milton, Massachusetts, to Mr. I. Davis Hall, son of Mr. and Mrs. Emle Trenchard Hall, of Summerville, South Carolina.

Earnshaw-Taylor—Miss M. Rosalind Earnshaw, daughter of Mr. and Mrs. Geoffrey Strange Earnshaw, of New York and Garden City, Long Island, to Mr. Lawrence Huntington Taylor, son of Mr. George Vanderbilt Taylor, of Greenwich, Connecticut.

Ely-Spofford—Miss Rosamond Ely, daughter of Mr. and Mrs. Joseph Shattuck Ely, of Scarsdale, New York, to Mr. Homer Spofford, son of Mrs. Knowlton Spofford, of New York, and of Mr. Robert W. Spofford, of Los Angeles, California.

Frick-Symington—Miss Martha Howard Frick, daughter of Mr. and Mrs. Childs Frick, of "Clayton," Roslyn, Long Island, to Mr. J. Fife Symington, junior, son of Mr. and Mrs. Jack Symington, of Baltimore, Maryland.

Gaines-Hrubec—Miss Beatrice F. Gaines, daughter of Mr. and Mrs. Clement Carrington Gaines, of New York, to Mr. A. Andrew Hrubec, of New York and Old Lyme, Connecticut.

Graves-Clough—Miss Mary Dickson Graves, daughter of the late Henry Graves, third, and Mrs. Graves, of Ardsley-on-Hudson, New York, to Mr. Allison Cady Clough, son of Mrs. James S. Wiley, of Easton, Connecticut, and of Mr. Allison C. Clough, of Jamestown, New York.

McCutcheon-Noyes—Miss Elizabeth McCutcheon, daughter of Mrs. Edgar Lockwood, of Greenwich, Connecticut, and of the late Norman Bell McCutcheon, to Mr. Charles Phelps Noyes, son of Mrs. Grinnell Noyes, of New York, and of Mr. C. Reinold Noyes, of Avondale, Pennsylvania.

Morris-Sturges—Miss Alice Vanderbilt Morris, daughter of Mr. and Mrs. Dave Hennen Morris, of New York, to Mr. Walter Knight Sturges, son of the late Walter Knight Sturges and Mrs. Sturges, of Providence, Rhode Island, and Boston, Massachusetts.

ENGAGEMENTS

Noël-Taft—Miss Blanca Duncan Noël, daughter of Mr. and Mrs. Louis W. Noël, of New York, to Mr. Robert A. Taft, junior, son of United States Senator Robert A. Taft and Mrs. Taft, of Cincinnati, Ohio.

Potter-Prentice—Miss Sheila Potter, daughter of Mr. and Mrs. Edwin A. Potter, of Roslyn, Long Island, to Mr. Sheldon Ellsworth Prentice, son of Mr. Bertron S. Prentice, of New York and Holmdel, New Jersey.

Whitmarsh-Close—Miss Anne Whitmarsh, daughter of Mr. and Mrs. Francis Leggett Whitmarsh, to Mr. Frank Alexander Close, son of the late Frank N. B. Close and Mrs. Close.

Whitney-Rowe—Miss Martha Phyllis Whitney, daughter of Mr. and Mrs. George Whitney, of New York, to Mr. William S. Rowe, second, son of Mr. and Mrs. John Jay Rowe, of Cincinnati, Ohio.

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Jeffery-Fahnestock—Miss Frances Clarke Jeffery, of Chicago, Illinois, daughter of the late Mr. and Mrs. James Clarke Jeffery, to Mr. Harris Fahnestock, junior, of New York and Boston, Massachusetts, son of Mr. Harris Fahnestock, of New York.

HARRISBURG

Fleming-Reilly—Miss Barbara Fleming, daughter of Colonel Samuel Wilson Fleming, junior, and Mrs. Fleming, of Harrisburg, Pennsylvania, to Mr. George Wolf Reilly, third, son of Mr. George Wolf Reilly.

MONTCLAIR

Vogt-Stevenson—Miss Virginia Vogt, daughter of Mr. and Mrs. Adolph W. Vogt, of Montclair, New Jersey, to Mr. Walker W. Stevenson, junior, son of Mr. and Mrs. Walker W. Stevenson, of Essex Fells, New Jersey.

PHILADELPHIA

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Stambaugh-du Pont—Miss Caroline Stambaugh, of Greenfield, Delaware, daughter of the late Mr. and Mrs. John Stambaugh, of Youngstown, Ohio, to Mr. Stephen du Pont, son of Mr. and Mrs. E. Paul du Pont.

Wainwright-Auchincloss—Miss Mary King Wainwright, of Philadelphia, Pennsylvania, daughter of the late Clement Reeves Wainwright and Mrs. Wainwright, to Mr. Richard Saltonstall Auchincloss, of Malvern, Pennsylvania, and New York, son of Mr. and Mrs. Charles C. Auchincloss, of New York.



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LEAN



Perhaps money does matter. The purse is lean, finances feeble, you're young and struggling and maybe marrying on a sou. This issue is meant for you, as well.... Never will we admit that a skimpy purse spells a starved soul. All those costly importations on the first pages—don't romp quickly past them. Look long and intently. It's worth your while. For a trained eye is less easily trimmed. The woman who knows what to look like sidesteps errors.

Then, specifically, there is a fund of tangible corner-cutters. A whole trousseau that one of Manhattan's prettiest débutante brides put together for under \$270. Clothes with ingenious tricks, to buy now and wear on . . . and on. Whispers to a girl with nothing a year. A stock of lean-pursed ideas.

SCHALL



FAT

Perhaps money doesn't matter. The purse is plump, dividends declared, fortune grins, and anything you want in the world of clothes is yours. Or maybe you're a bride, and doting parents have given you carte blanche for this Most Momentous of Occasions. Loosen your purse-strings, and read on....

There are breath-catching clothes from the Paris Openings—inciters to spending just landed on these shores and these pages. (For trousseaux or just plain wardrobes.) Crisp spring clothes America does so magnificently and characteristically. Dream-like wedding-dresses and head-dresses for a prospective bride. A whole fund of moneyed ideas—deserving of your dollars. (The plump checked bag above is Bruyère's.)



BASQUE BODICE. One of the successes of Molyneux's Collection, now here in America...beloved for its new pointed basque, the scarf that impersonates a cape, the mauve shade of faille, the wistaria in the hair. It's one of the many importations brought over by Henri Bendel

What America brought back from the Paris Collections

THE U. S. Customs inspectors probably grinned at all the “bustles” in the current cargo of Paris importations. Probably, you’re grinning, too. The very idea of a bustle makes some women gun-shy. But your qualms will evaporate into thin air when you see these. Bustle isn’t an accurate word. “Polonaise” comes closer. They’re no kin whatever to the upholstered appendages of other eras. They’re not at all incompatible with Your Life...and emphatically no obstacle to sitting.

So staunchly does Hattie Carnegie believe in them, she brought back dozens, and three were hardly shaken out of their tissues when they were ordered on the spot. One: Schiaparelli’s terse blue day suit, its “bustle” nothing but three tucks jutting out slightly astern (see page 57). Another: Balenciaga’s pale blue printed dinner-suit, the back of the skirt shirred up on a draw-string, as you see on page 54.... The third: Balenciaga’s slim black lace dress, around which you tie, like a peplum, a silly *pouff* of faille.

Pride of Henri Bendel’s huge collection of importations is also a polonaise dress—Schiaparelli’s slinky black dinner-dress, on page 55. Face on, it’s austere simple; aft, the skirt loops like a window valance. That it will influence things to come is a dead certainty. Something else that will influence things to come is the high-waisted Empire line, and one of its warm supporters is Mrs. Adam Gimbel who brought back the beautiful Molyneux dress (page 53) for the Salon Moderne, Saks-Fifth Avenue.

One hat that is going to placate men, please women, and make history this spring is Rose Valois’ white moire sailor. White hats are going to every head. This has a beautifully proportioned crown, sashed with a red band and a fragile whish of black lace. Jay-Thorpe has this. Two white charmers that Saks-Fifth Avenue brought back are Suzy’s crisp white sailor of faille, with a smocked brim, and Marie-Alphonsine’s winsome white straw bonnet with cherries on its brim. Two enchanting hats with lingerie touches that Bonwit Teller imported are Schiaparelli’s sailor with the starched lace brim and her tiny hat with the lingerie jabot—both shown in March 15 Vogue.

And sneaking into the hat world is a curious new top-heavy look. You see it in the purple straw hat burdened with blue velvet that Elsa Schiaparelli wears all around Paris. You see it in the big black straw hat that Alix made, with a cluster of flowers under the brim. You see it in the simple blue off-the-face hat (some are off the face) that Mrs. André Dubonnet wears...all of which Bergdorf imported.

One of the prettiest day suits among their importations, Bergdorf Goodman declare, is Balenciaga’s grey wool with white pin stripes (page 56). Its white open-work blouse calls for a white hat, and better fare for a bride’s going-away we know not. The love of their country suits is Creed’s beige tweed, easy, unpretentious, the skirt obligingly box-pleated. And one of their sleekest town dresses is the Schiaparelli black crêpe, with a brief bolero edged in starched white lace. For evening, there are billows of full-skirted dream dresses and—on the narrow side—that prophetic Empire dress of Molyneux’s, a narrow pillar of blue-and-black satin stripes, the neck low and square, the waist as high as Josephine’s own.

There’s going to be a path beaten to Jay-Thorpe’s door, this spring, for one importation especially. A wonderful summer evening scarf, (Continued on page 136)



DESCENDANTS OF THE FRENCH EMPIRE

MOLYNEUX, empire-builder of the hour, wraps an imperious faille coat (first above) over a striped dress—high-waisted as Josephine's. Imported by Bergdorf Goodman

Second above: Molyneux's remarkable Empire scarf—vast as a coat—of black mousseline striped with bright pink satin. Imported by Jay-Thorpe's Custom Salon

Opposite: As compatible to America as to the First Empire: Molyneux's high waist, square neck, grey crêpe, silver borders, interminable scarf. Salon Moderne, Saks-Fifth Avenue





*The Polonaise Silhouette -
as done by Balenciaga
in pale blue printed meire;
worn with a dog-collar.
Imported by Hattie Carnegie*



*The Polonaise Silhouette—
as done by Schiaparelli
in supple black crepe;
worn with a chignon.
Imported by Henri Bendel*



WHITE HATS WITH PARIS SUITS bow in spring. Hats as white as snow-peaks. Suits with attention-getting lines, just in from Paris. Creed's black tweed suit, the jacket curved up at the sides. Descat's piqué pill-box. (Imported by Salon Moderne, Saks-Fifth Avenue.) Balenciaga's grey-and-white sheer wool suit—one of the season's triumphs. Descat's quilted white silk sailor. (Imported by Bergdorf Goodman)



Francevramant's blue wool suit with a blouse of eyelet linen. Rose Valois' white moire sailor. (Imported by Custom Salon, Jay-Thorpe.) Chanel's precise suit of brown-and-beige wool (imported by Salon de Couture, Bonwit Teller). White piqué Breton sailor. (Bonwit Teller.) Schiaparelli's blue wool suit with the new polonaise effect—achieved by three tucks. Molyneux's piqué hat. (Imported by Hattie Carnegie)



ANDRÉ DURST

ORGANDIE CAPE-DRESS FROM PARIS. Alix makes an aerial costume of white silk organdie with one of those new short capes—last-century and immensely touching. (A bride might adopt the idea for herself and her bridesmaids.) Underneath, a delicate dress with three thicknesses of organdie billowing the skirt. Garlands of red currants trail down the skirt. Boucheron jewels



HOODED CAPELETS FROM PARIS. Wistful and wearable are these little capelets that appeared in several Paris Collections. LANVIN's faille cape, short and appealing, hovers over a lingerie blouse and faille skirt...the blouse-and-skirt formula so imperative this spring. PATOU's velvet cape, its hood shirred generously, half shields a white satin dress with a shirred neck and a shirred skirt and shirred pockets

Evening lines from Paris to New York

BALENCIAGA, at his best when dealing with a snug-buttoned bodice and full skirt, makes this stately eighteenth-century evening coat, of mauve-pink faille. Notice the three-tier saddle-bag pockets over the hips. This coat is one solution to the question of what to wear with the full-skirted evening dresses you'll see this spring

CHANEL's Martinique dresses, which drew salvos of applause at the Paris Openings, will soon be swirling on every American dance floor. First, opposite, a white net dress with a bodice of peasant lace, a swirling taffeta flounce. Notice the heavy jewellery copied from Chanel's own. (Dress imported by Bergdorf Goodman)

CHANEL makes another light-hearted Romany dress—second, on the opposite page. A fragile tulle bodice is accented by a heavy gold pendant necklace. A rustling taffeta skirt billows over a tulle underslip. Notice the small waist and the round hips—a significant new silhouette. (Dress imported by Bonwit Teller)





J. Davis '09



POTTER

Eve Currie

EVE CURIE'S first impressions of America were the confused ones of a rather small girl in her 'teens sightseeing through a haze of banqueting and speechmaking admirers of her mother, Marie Curie. That was in 1921, the year that the women of America presented Madame Curie with a gramme of radium. The only clear impression she brought away from America was that her mother was a celebrity—a fact that, in their secluded life in France, had never been brought to her attention.

When she visits America this time, she runs the risk of discovering that she herself is a celebrity. In France, her book about her mother is considered a very great success, but neither her old friends nor her new admirers have ever thought of lionizing the author. Her life in Paris has not changed at all; not one laudatory dinner, no wholesale signing of autographed copies. But, on this visit, all that will be changed. Eve Curie will be in the public eye.

She is visiting the San Francisco World's Fair, as one of the five important women guests who have been invited from different parts of the world. Afterwards, she starts on a short lecture tour, visiting ten cities in the United States, where she will talk on the discovery and use of radium. In addition, she may give a more intimate lecture on her mother and other famous women scientists throughout the ages.

This factual, very beautiful, and meticulously elegant young woman was a big-eyed child who entertained herself for hours on end by imagining conversations with unknown people. There were few real conversations possible, because her sister, Irene, was seven years older—an unbridgeable gap for children—and there were few outside social contacts. From her earliest years, she made her own decisions; not because she had an independent character, but because her mother's lack of time imposed independence on her children. Eve not only had to face the grave decision of what hair-ribbon she was going to wear, but also with what music-teacher she would study, and how many hours a day she would practise. The weight of responsibility was terrific for a nature that was instinctively clinging. But it developed in her a fairness of thought that is one of her strongest characteristics to-day.

In fact, she has an extraordinarily straight approach to life, which should make her a very understandable person to Americans. This directness is probably greatly due to the atmosphere of stark integrity in which she was brought up. The few hours that Marie Curie had to spend with her children and her friends were never wasted in polite social hypocrisy. Eve never heard her mother talk *to* a friend with one voice, and *about* the same friend in another tone. Never were there conversations that Eve was instructed not to repeat, never were there white lies, never was flattery or ridicule exercised. With a background of such unequivocal standards, Eve later had to face the social life of Paris without any armour of defence other than a genuine elegance of character. There are times when her inability to deal with the nuances dear to the French mind puts her at a disadvantage, but, on the whole, her natural straightforwardness is more disconcerting to combat than to accept.

Mademoiselle Eve Curie is extremely popular in Paris, because the French are quick to appreciate beauty, elegance, and intelligence combined in an attractive personality. You see her everywhere; her life now is a complete contrast to the solitude of her childhood. But even in crowded ballrooms, there is a suspicion that she carries her solitude wrapped up neatly inside her.

Unconsciously, she has become one of those smart Parisiennes whose every costume is of news interest, and whose change of coiffure may mean a change of fashion. This has so little to do with her character that the only explanation is that she is inherently *soignée*, and this meticulousness, combined with a perfect mannequin's figure and good taste, makes it practically impossible for her not to be well dressed. (Continued on page 133)



MADAME CURIE WITH HER CHILDREN



MADAME CURIE AS A STUDENT



MADAME CURIE



MLLE. EVE CURIE, AT THE AGE OF THREE



IN THE CURIES' PARIS GARDEN, BABY EVE AND IRENE

comes to America



Fred Astaire

Dancers have a special link with their times—Vernon Castle with the pre-War Days, Fred Astaire with to-day. Now these two dancers cast one shadow, for Fred Astaire, with Ginger Rogers, is starring in "The Castles," a movie of the two young dancers who had a fabulous influence on their times. (In August, 1914, the great topics of discussion were the War and Irene's white wig.) Like Vernon Castle, Fred Astaire is charming, rather than good-looking, thin, boyish, and angular.

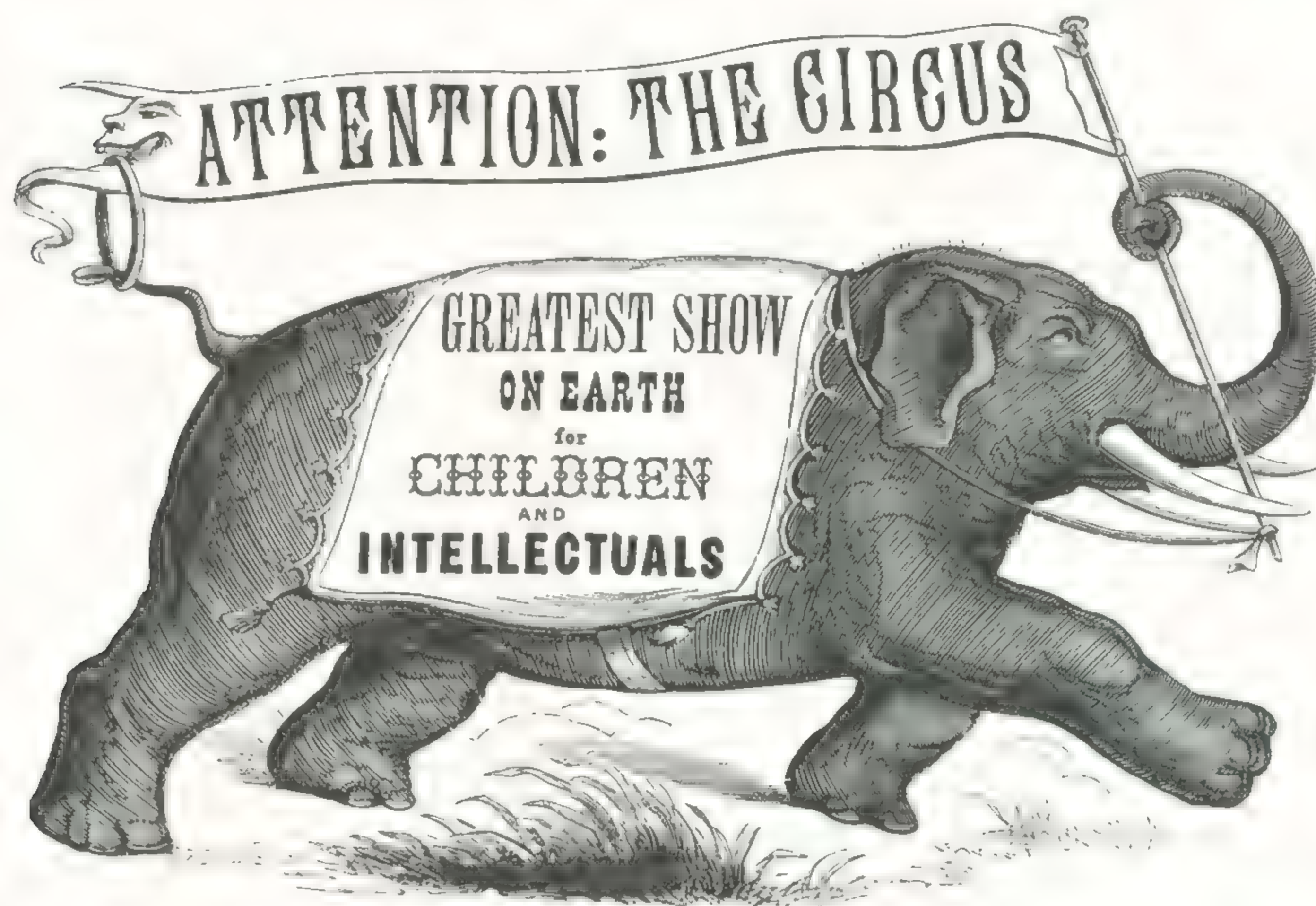
For these pages, he was caught in a solo in "The Castles," a dance much like those that Vernon used to do when he and his wife had New York's first fashionable cabaret, "Sans Souci," in the basement of the Times Building. They starred in musical comedies, ran dancing-schools throughout the country, changed fashions, changed attitudes, and changed dancing. Those two thin bodies, long-legged and flexible, were the dream of grace. Vernon Castle started his short and incredible career as a vaudeville contortionist, called the "String Bean"; he ended it, flying in France. Irene Castle never danced with another partner, and Vernon Castle became a part of legend, charming and gallant. That legend Fred Astaire dances, charmingly, gallantly.



ANDRÉ DE DIENES



LIKE the ballet, like Alice-in-Wonderland, the circus, in turn, is being discovered by the intellectuals, the technicians who understand the danger, the art. They are gently elbowing out the children, who love equally pink spun-sugar and caged Gargantua, the gorilla. But, above all, the children adore the elephants, sad and heavy and slow, the opposite of the circus spirit of noise, deception, and speed. The technicians, however, love the Cristianis, doing double flip-ups, seven on a fat white horse; the Wallendas balancing bicycles on tight-ropes; Chinese girls doing splits on a slack-wire. To them, the best time of all is the morning practice, when the artists go through routines to an audience of sleeping roustabouts. For the technicians get the thrill of reality; the children, the lovely shadow of that reality.





KARGER

THE RINGLING ELEPHANTS ARE BACK AGAIN



VIONNET's proposal for bridesmaid or débutante—tucked green silk net. Bonwit Teller; Marshall Field. Mauboussin jewels

CHANEL's black lace peplum—vaguely like a bustle—ties on a shirred black chiffon dress. Imported by Lord and Taylor



THE LACE VILLAGE

A TOUCHING IMPRESSION
OF THE MYOPIC LACE-MAKERS OF INDO-CHINA
BY MONA GARDNER

It seemed to me that, while I was in Tonkin, I might do something about helping my underwear situation if I bought a few yards of the foamy lace that comes out of dozens of Tonkinese villages around Hanoi, Indo-China, and eventually finds its way, on French underwear, to Fifth Avenue shops and others all over the country.

Two Americans and one Englishman went with me the afternoon I set out on this lace-buying expedition. Between us, we had the word *dentelle* for lace, and the conviction that *fabrication* would cover the idea of making it. The *concierge* at the hotel was full of emphatic, but vague directions. "Drive *any* place!" he told us, "*Any* road! And when you come to a village—that makes itself a lace-village!"

The road we found ourselves on was smooth and wide and expensive-looking. It was a fit road for the French cars filled with French passengers, and for the French trucks carrying French produce. Not that the Tonkinese weren't using it, too. They were: all along one side was a steady, running procession of barefooted farmers and girls carrying burdens on bent poles. "The smooth surface is so much easier on the feet," the Tonkinese chauffeur told us complacently, "It doesn't scratch like the thorns on the footpath do."

After nearly an hour of driving, we came to a good-sized village. Our wheels were quiet enough as they rolled in the yellow dust and stopped. We could see no one in the houses or on the narrow little lanes, but, in a minute, ten or twelve children with swollen knees were creeping out of the bamboo grove to hold up their rickety arms for coppers. They didn't whine, and they weren't insistent: they just went on saying the same words over and over again like tired pilgrims who know they will never reach the shrine.

We called the word *fabrication* several times, but it only came back to us. No one listened, and no one exerted himself to consider it. Then the Village Elder came up effortlessly, in white satin trousers and a black tunic, looking like a paid mourner. His smile was courteous, his manner pleasant, and only a mild surprise flicked across his face as we asked him in French about lace. He denied all knowledge of it.

We said we would like to see the village, and he bowed us down the main alley. To stretch your arms on either side was to span it. The houses bordering this were layers of mud, and might have been fashioned just slightly

after the Stone Age. The clay that made the walls also paved the floor. Inside everything was sliding down, as though the earth were drawing these people and their few possessions back unto it.

The lane slanted past several dozen of these houses and came out on a choked green pond. A girl stooped on the stones beside it, washing vegetables and nodding her head at a woman next to her, who was rinsing a purple cloth. Beyond them, two boys were slapping water on the backs of several buffalo, and prodding them with sticks when the beasts wallowed too close to a patch of water-cress that was being grown for the French housewives in Hanoi. Twenty-five or thirty inquisitive ducks looked on, a little unconvinced.

Beyond this civic centre, there was a more pretentious house. Once we stepped through the camellia hedge about it, we saw what made it different. In the wide window of the centre room was a high china lamp with a gangrenous rose painted on the glass shade. It was there for every visitor to see—a badge of wealth, social security, and family dignity. On the walls of the room there was a gilt-framed picture of the Eiffel Tower and next to it, in another gilt frame, was a rotogravure picture of Rockefeller Center.

The master of the house—if such a domineering word can be used for such a mild, undersized person—came to greet us. He was thin and small, and his yellow face looked as though it had been cut out of cardboard. He was wearing loose, earth-coloured pantaloons, but, when he saw the Village Elder, he went back and put on a tight little cotton jacket that came to his waist. He seemed embarrassed when the Village Elder told him in French that two of the visitors were from New York.

"Ah! I have heard that name," he said slowly, and looked at us earnestly to show that he was not swaggering. "But now...I forget...."

"That picture there," one of the New Yorkers said, pointing to the rotogravure, "is from New York!"

"But my son said *that* is Monsieur Rockefeller's house!"

"Yes, that's right! Mr. Rockefeller's building in New York City!"

"Oh! And Monsieur Rockefeller lives there in that house with his family?"

The New Yorker shrugged his shoulders a little helplessly and said: (Continued on page 120)



HORST • CONDE NAST ENGRAVING

Lady with a fan—more specifically, a lady with a black tulle fan, bird in her hair, and one of Constance Spry's new cabbage-roses in her hand. All played up against a simple background dress of delicate marquisette. Hattie Carnegie; I. Magnin, California. Cartier jewels

Browns



Mahogany-brown and white silk dress with its own hip-length jacket. (This spring, most brown shades are off-shades—not the old classic brown.) Lord and Taylor. The old-fashioned fringed dressing-table has a wool skirt, a tortoise-shell mirror



First: Molasses-brown velveteen coat, curved in slimly at the waist. Beige-and-white silk dress. Second: Bean-brown and white silk for a bean-printed dress and bolero. Costumes; Bonwit Teller. Nice for your hallway—a leather commode studded divertingly with your own initials in gilt



Fawn-coloured starched chiffon, with a bead-studded, breath-of-air bolero. The sort of frail dress that belongs in a trousseau. Jay-Thorpe. Oliver Messel's décor: a white mask, banked with artificial red roses. For a white doorway



Ginger-brown, black, and white mingle in this suave silk town dress. On the short-waisted jacket—black velvet collar and cuffs. This is at Best. A touch of fun for your house: a mirror with decalcomania monkeys

Henna-brown crêpe—a fine, rich shade with white—for a dress with one of the short school-girl jackets and pleated-all-around skirts now in circulation. This is from Saks-Fifth Avenue. The Chippendale sofa is set on bamboo legs

Greens



First: Almond-green wool jacket and skirt; green-and-pink silk blouse. From Altman. Second: Spruce-green pleated silk skirt with a hand-knitted sweater. Bonwit Teller. The white horse is worked in needle-point



First: Grass-green and white silk jacket-dress—it would make a good going-away costume. At Saks-Fifth Avenue. Second: Avocado-green crêpe coat with a swishing pleated skirt, over a green-and-white dress. Best has this. See the chintz gossip chair, the pailletted lamp-shade



Emerald-green jersey for the sweeping, floor-length cape—it goes above a dress that's a member of this season's striped league—a crêpe dress with a narrowed waist. It makes you slim as a pillar. Bonwit Teller. The Victorian iron fireplace has pink roses under glass



First: Apple-green crêpe dinner-dress, a classic with wide waist-band and front fullness. Saks-Fifth Avenue. Second: Jade-green marquisette dress, drifting from under a tweed-and-lamé jacket. From Hattie Carnegie. Lavender wax scabiosa in two fluted plaster vases

Settings by Ruby Ross Wood



A ribbon snood with orange-blossoms—quaint headgear for a modern bride. Marquisette dress. Saks-Fifth Avenue

*Y*OU may—or may not—think elaborate weddings are a quaint old custom. But circumstance (with more charm than pomp) is heading you for one of the quaintest weddings that has brushed by your family pew in two generations. Just gaze at the album-bride at the right, in white net dress, train, schoolgirl bonnet, and a net muff banked with flowers. The guests will go all muse-y with memories... (Great-aunt Matilda in taffeta jacket and parasol, little girls tittering in church, grandmama lifting her skirts at the carriage step).

1939's bride has a tiny waist. Long sleeves, often...and a high neck-line. Her dress may have a christening-robe delicacy, priceless hand-work. It may give an air of great innocence. (She'll do well to aid and abet that with the new pastel, baby make-up.) Bridesmaids will trip toward the altar in skirts more than an aisle wide, bolstered out to their very pictorial dimensions by multiple petticoats, loving embroidery, unstinted starching. Parasols and prayer-books may complete the picture.

Of course, you'll consider white first...especially white cotton. Your whole wedding-party in yards and yards of white, white cotton like spun sugar...and just as space-consuming. (You'll see two cotton dresses on the two pages following.)

In Paris, both Balenciaga and Lelong are buttoning tight little bodices up the front of their brides. Balenciaga's is a polonaise gown of white satin, very 1860, with long sleeves, high neck-line, and tiny collar. Lelong's is of white moire, worn with a little cap of white breast-feathers, very flat, on the back of the head. Schiaparelli marries you off in slim white moire, or in white satin with a satin Coronation train.

If you'd like to give a Degas touch to the family wedding album, Saks-Fifth Avenue has a delightful idea—a bride in pink-and-white striped Swiss organdie. Another, in sheer white Bemberg, has Cellophane stripes running 'round and 'round.

Bright idea for a bride with a nice figure: one of those Molyneux Empire dresses (both Saks-Fifth Avenue and Bergdorf Goodman imported them) ordered in white, with silver leaves at the hem...and silver leaves in her hair. Her bridesmaids could be Empire, too, in pastel candy stripes.

Neck-lines often have exquisite lingerie or old-fashioned guimpes. Hattie Carnegie imported Heim's marquissette wedding-dress with a high guimpe neck-line, Valenciennes lace, puffed sleeves, and a very full skirt to sweep down the aisle. It has lacy pockets like a little girl's pinafore; they might trail fresh flowers.

There are new bridal head-dresses about: short veils, ribbon snoods like the one opposite, and enchanting bonnets in net. But Mr. Tappé, for one, believes in orange-blossoms to the extent of tinting them by hand when they're worn by one of his pale, flower-tinted brides. He is full of flower ideas this spring. Forsythia, for instance. Or roses, in June. Rose petals scattered all over the skirts of tulle dresses: wreaths of roses on the head. The bride would wear pale flesh-pink satin. (Butterflies can substitute for rose petals!) Or, for a delphinium wedding, the bridesmaids' caps can be wired with fresh delphinium stalks (an hour before the wedding, because it's a hardy flower). The bride wears palest ice-blue satin, and shades her bridesmaids all the way from a light blue to indigo. (Continued on page 117)



Marry in bonnet and muff. Macy's

*For the
Wedding Album*



DESIGNED BY HERMAN PATRICK TAPPÉ

Wedding-cake Cottons

For your whole cortège of bridesmaids—cotton, white as only cotton can be. Above: A pinafore of mull, with Valenciennes lace, camisole beading, and madonna-blue taffeta, adds five flounces to its stature—and grows up gracefully. White shantung hat, pink camellias. From the House of Tappé

Opposite: A bride to *drift* down the aisle, artless under a top-knot of gardenias. White point d'esprit, showered with white dots like super-confetti. It nearly covers the white satin bodice, piles high at the shirred sleeves, and billows off into a cumulous white cloud of train. At Bonwit Teller





A white Celanese crêpe wedding-dress by Kalmour. About \$40; Best, Marshall Field

MISS ALTHEA PARDEE is planning, in May, to set a white veil on her head, gather up an armful of flowers, and walk down an aisle on her father's arm. (She's marrying Mr. William Evans.) But while she may at times have her head in the clouds, she is strictly a realist about finances. Strictly practical is her approach to such important matters as weddings and the clothes they involve. That's why we called her into consultation to select a wedding-dress and a trousseau for to-day's young bride (maybe you) at no break-the-bank cost.

Miss Pardee, the daughter of Dr. and Mrs. Harold E. B. Pardee, came out in New York in 1938. Photographers have been snapping her lovely, candid face ever since. She has put on fashion shows for specialty shops. She has, enthusiastically, studied dancing. Right now, she is going to cooking school. (The first lesson was bride's biscuits.) And, with all her interests, she still likes clothes almost better than anything else.

Young brides these days, Miss Pardee agrees, don't believe in sinking the family fortunes in trousseaux. They like change too well. They'll be figuring budgets and enjoying their own thriftiness after the wedding. With their good figures and fresh faces, they can carry off inexpensive clothes with a flair. (Of course, if the family feels like giving them such classics as fine furs or wear-forever tweeds, they're eternally grateful.)

Well, we took Miss Pardee off with us on our hunt for these inexpensive clothes. We looked at costume after costume, and never missed a price-tag. And we came back with boxfuls. Above, Miss Pardee surrounded by the fruits of our joint labours. The Glenplaid tweed jacket she's wearing—for a modest \$11, approximately—would be a life-saving extra in any trousseau. (Franklin Simon) So would the cherry felt hat.

Anyhow, our first interest—and hers—was the wedding-dress, the ideal being a fairly inexpensive dress that, at the same time, would make any bride the most beautiful one her guests ever saw. We found some little wonders in the bridal shops of department stores (and for less than \$50 at that). Opposite, our choice—a crêpe dress with a pleated yoke, lovely simple lines, and a long, long train. Oh, yes—and a price below \$40. Miss Pardee liked particularly its white-whiteness and the fact that it's the sort of dress you'd like to lay away in lavender for posterity. She approved the new short-veiled head-dress with its gros-grain bow, as a refreshing change from the tulle nimbus. (About \$20.)

Later on this spring, there'll be lovely, ethereal dresses of organdie or embroidered lawn—full-skirted, tight-waisted, very much in the new, freshly-launched feeling. And some of them will cost less than \$30—blessing to the budgeted bride. Flowers in the hair, Miss Pardee suggested, would be especially appealing with this sort of dress. And the bride could, if she liked, wear a veil as short as shoulder-length, or the hip-length one shown on the opposite page. (Continued on page 80)



DE MOLAS

Young Ideas for a Trousseau

*Miss Althea Pardee,
débutante bride,
collaborates with Vogue*



*Black crêpe dress
about \$20;
Lord and Taylor*



SOFA: WESTPORT ANTIQUE SHOP

*White marquisette dress with appliqué.
about \$45; Best; L. S. Ayres*

(Continued from page 79) One thing a young bride needs to be firm and strong-minded about is her town colour scheme. It's the old story of Things Going Together. Miss Pardee settled on black as a basis, because she likes its versatility.

Promptly we adopted a little short-sleeved black crêpe dress—the kind that dresses up beautifully with jewellery and hats. Its low neck-line—a gathered oval—is a perfect backdrop for necklaces. Miss Pardee enjoyed reading the price—about \$20. In the photograph above, left, she's wearing a pale blue straw bonnet and pale blue gloves, dressed up enough for any late afternoon.

Miss Pardee's enthusiasm for a heavenly silk marquisette dress—all-white, down to its scalloped hem and appliqué flowers—led us off the straight-and-narrow path of the budget. Almost every girl, she argued, wants a really divine evening dress, for débuts or large parties or occasions. We succumbed to its charms and included it as a Grand Gesture—about \$45.

Less of a strain on the finances, but also very engaging, is the little cotton evening dress. It's of blue-and-white checked piqué, with a vivacious red belt and hem-facing. Non-wilting for cruises; nice for dancing or resorts. Miss Pardee was relieved to see that it cost only about \$18.

Right after finding this, we captured a boxy jacket of red velveteen, gay and casual. Maybe the colour caught Miss Pardee's eye first, but the price did next—around \$11.

We got back to street clothes, with a suit of grey men's wear flannel—very compatible with black, and shown with a black-and-white striped blouse. Miss Pardee gave it her vote because it can be worn in the country with casual coloured accessories, as well as in town. Suit: about \$35. The straw cloche citifies it.



*Piqué dress; about \$18; Bonwit Teller.
Velveteen jacket; about \$11; Bonwit Teller*



*Grey flannel suit;
about \$35; Lord and Taylor*

The question of a going-away costume weighed on our minds until we found a wool-coat-and-silk-dress combination that was the perfect answer. Red—yes, red wool for the coat; black-and-white shepherd's check for the pleated-top dress. Miss Pardee thought that any bride would find the coat alone worth the price—\$35—but a dress, too! She pointed out that the coat would go most agreeably with other dresses, and the dress with various shifts of accessories. A veiled white toyo hat is shown with it.

The beige sharkskin sports dress will undoubtedly be taken out and worn many a time during a wedding trip, but Miss Pardee said that that wouldn't end the matter. She said *she'd* wear it in town, with a black linen hat and black shoes. It costs about \$23.

Aware of the many virtues of the printed jacket-costume, we looked till we found one with *all* the virtues. It's a small neat print, with fresh white daisies blooming on a black crêpe ground. It always looks fresh. It's a fine background for hats. (Here are three—a natural straw on Miss Pardee, a red disk, and a black sailor.) And it costs only about \$20.

Finally, we looked to a bride's home life, with this two-piece costume of red-and-white striped Enka Rayon jersey. About \$25. It has a brief top, a full skirt, a taffeta scarf amidships. Miss Pardee coveted it on sight, and plans to wear the skirt with a white blouse and a red polo shirt as alternates. Miss Pardee likes at-home costumes. She told us that one young married friend of hers has bought every two-piece at-home costume Vogue has ever shown. She said her friend was a smart girl.



*Wool coat and crêpe dress;
Together, about \$35. Best*

*Beige Celanese sharkskin dress.
About \$23; Lord and Taylor*



*Crêpe dress and jacket.
About \$20; Saks-Fifth Avenue*



At-home costume of rayon jersey. About \$25; Saks-Fifth Avenue

DE MOLAS

BEGINNERS' LINEN LESSON

What to buy, how much, and why, for the young linen-closet

If you have even a twinge of domestic conscience about you, your linen-closet will probably be one of the more subtle pleasures in your new ménage. There is something about neat piles of freshly-laundered sheets, about shelves filled with luxurious, fluffy bath-towels that gives an unnameable satisfaction to almost every woman. When you set out to buy, your inclination will be to splurge. And lest your inclination be to splurge in directions that you may regret later, here are words of advice. They'll seem fairly obvious to old wives of, say, a year's standing. But they are culled from the experiences of these same brides—and very canny some of them are, too!

One thing almost seventy per cent. of the old-hands-at-it agreed on was bath-towels. Yes, bath-towels. It seems, in the first surge of enthusiasm for luscious colours, deep pile, and your brand-new initials, that the temptation is to buy too many. Most young-married closets are not the biggest things in the world anyway, and bath-towels take up a lot of room. Unless hordes of guests are going to descend on you every week-end (with a regularity you never dreamed possible till you had a home of your own), you will not need more than one dozen and a half to two dozen bath-towels.

As to colour, too, stop and think: are you going to yearn for an orchid bathroom the moment you've bought two dozen turquoise towels? Are you, perhaps, likely to change apartments and find, to your horror, that the bathroom is tiled in yellow?

White, or white with a non-committal border, is always a wise choice; but, if you feel safe in choosing colours, it's a pleasant idea to have two, such as brown (for Him) and pink (for You), or any two shades you like (keeps that towel-ownership question from cropping up!). If you let your imagination run wild on exciting textures, weaves, and monograms for your towels, remember they cost a little more.

Do you know how to choose towels with a weather-eye for wear? The most important sign of good quality in a towel is a close, firm underweave, which you discover by holding the towel up to the light; also look for a tight, firm selvage. About texture: the loop is really a little sponge; if you're a "patter," therefore, you want loose, absorbent loops; if your husband likes a brisk rub, he wants short, crisp loops.

Instead of the hand-towel, or even guest-towels, experiment with the popular, small, terry-cloth face-

towels that, obligingly, require no ironing—a note for all young budgeteers. Another note: deep decorators' shades are more difficult to launder than pastels.

Your husband, that strange creature, you will find objects to having towels exactly like yours. Individualism surges in his manly breast; so give him his own special weave or colour; his own initials; or have your monograms in different colours. He wants big, roomy towels, too; you can find them as large as forty-five by sixty-eight inches.

Bed-linens are your pride and joy; you will want to buy them by the bale. You can invest in the very finest percale sheets and not feel you have wasted a penny, for they last and last. And while they are lasting, they give a sense of personal luxury that (we think) is hard to duplicate at any price. A scalloped design, neat blanket-stitching, or hemstitching adds to the charm, of course, but also to the cost. So watch your budget here! (If you have one of those super double-beds that is really two beds in one, be sure to get sheets that are large enough; three yards by three and a half.)

And as for colour, if you yearn for blush-pink or pale blue, well and good; but white is always fresh-looking, practical, and costs less. You can make a white sheet very charming by adding a white or pastel border, and an embroidered monogram.

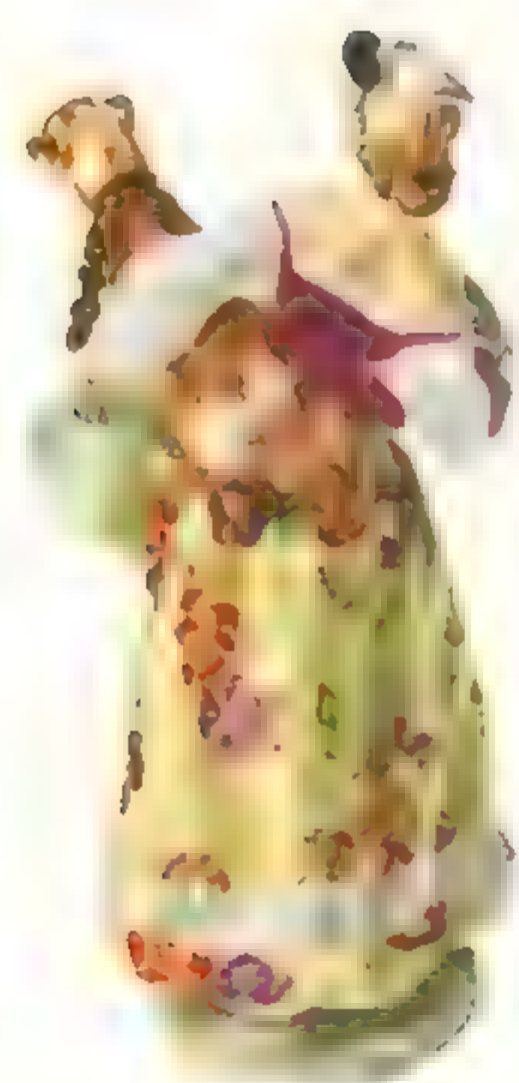
Blanket-covers are another item for your attention, as a new householder. Dotted Swiss, striped seersucker with a gay, big monogram, or any washable material that blends with your *décor* will do. For your best blankets are a lifelong investment, worthy of care. You will find it a real economy to use the less expensive, easily washable, light summer blankets in the summer.

If you have about one hundred dollars to spend on your linens (and follow all those little pointers we've just given you), here is a suggested list for a young and budgeted linen-closet:

You'll need, for two single beds, about sixteen percale sheets; sixteen pillow-cases to match; and three or four blanket-covers. For your bathroom linen, about two dozen bath-towels; (Continued on page 131)

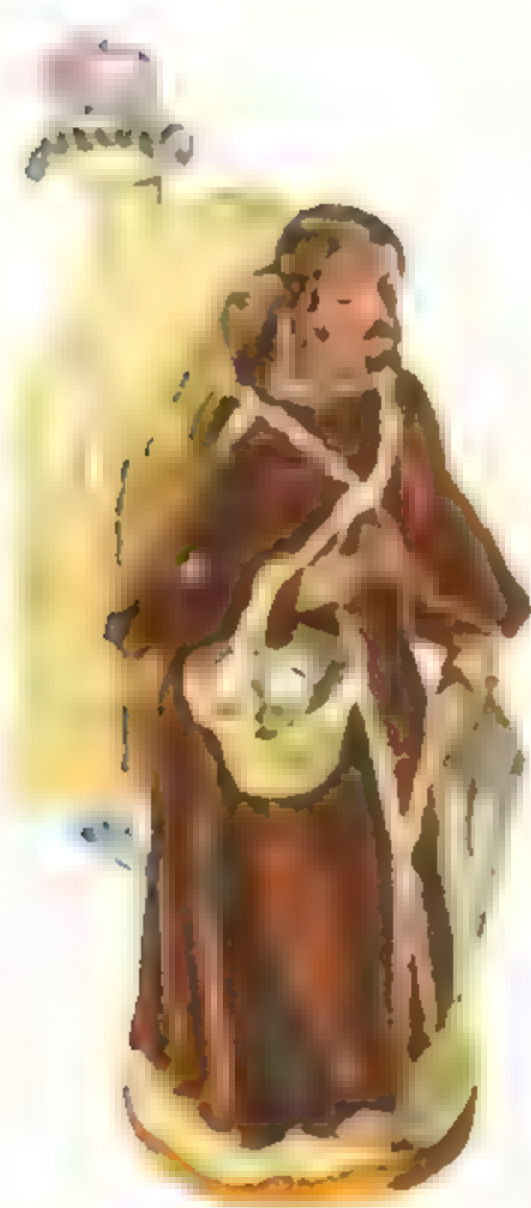
Opposite: The new Directoire silhouette influences even your leisure hours. Rhinestone stars nip in your waist; there's a hint of a bustle. Hattie Carnegie's house-coat of corded striped silk is lined with cerise satin. Gold crocheted boots, pronged wedge heels; from I. Miller





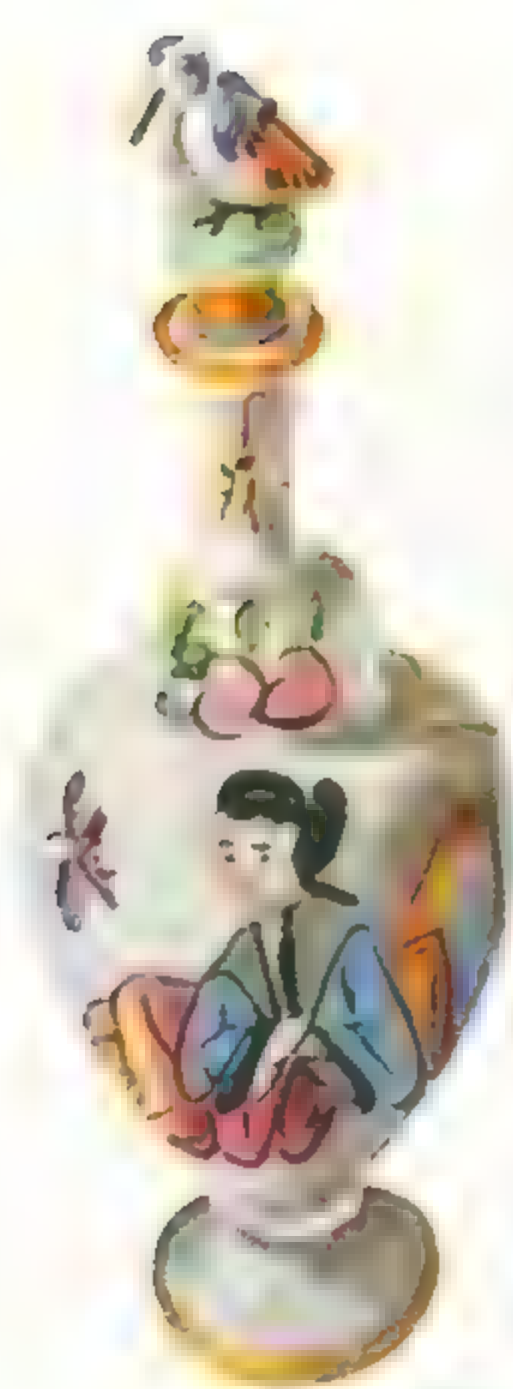
Scented Sentiment

IT'S at Easter when everything suddenly brightens, lightens, slips up an octave or two. A psychological windshield-wiper sweeps the horizon clear and allows you to see spring being borne in on the gentler drift of wind, the eager thrust of tulips. And because fragrance is such a part of this renaissance, man, at Easter time, is suddenly inclined to praise his lady with perfume. Admitting that modern perfumers present their perfume with both beauty and art, we believe that there are those who like to give their perfume with that little additional fillip that adds such a rush of sentiment. For them, Vogue has worked out a few suggestions, super-civilized gestures, that are lavish, or penny-wise....



Suppose you have the perfect perfume in hand, and a few dollars over. You might bury a tiny flask of rose or violet scent in a box of candied rose or violet leaves. That is the sort of gesture that makes any woman feel like the King's youngest daughter. You might attach a small vial of jasmine perfume to the stems of a bunch of jasmine. Or if you don't know the kind of perfume the lady likes, but you do know that, whenever possible, she masses her drawing-room with white lilac, it's pretty safe to assume that she'd like that fragrance in perfume.

Suppose, along with a sophisticated scent, you send a pair of theatre tickets—or a strictly provocative lace handkerchief, well worth the dropping. Or, it wouldn't make any girl cross if you decided to stagger twelve floral perfumes throughout the year. (This is easily arranged through any shop.) Or suppose the lady in question is downright adamant in her choice of perfume and savagely reticent about revealing even its name? One of those little purse flacons would delight her. They come in gold, silver, or baser metals, and you can have them elaborately initialed. Or, what about one of those old-fashioned scent lockets that are so sweetly in the fashion picture just now? Or what about giving her a bright little perfume fob to hang fragrantly from the lapel of her suit or slip decoratively through the belt of her spring dress? These are conveniently refillable and beautifully nostalgic.



Certainly, in past centuries, perfume was the *grand chic* in presents. Formulas were guarded with passionate secrecy, and stored preciously in the attic in plain bottles. The essences were decanted in exquisite miniature flacons like these, when the urge to give a present arose. Such flacons of scent were, among other things, the travelling gift de rigueur from a gallant to his lady, intended to ease the migraine from rutted roads, dusty coaches, and lovers left behind. Elizabeth Arden is exhibiting in her salon a collection of these seventeenth- and eighteenth-century scent bottles, a few of which are shown on this page. These represent, among others, the most endearing examples of Chinese, Meissen, Staffordshire, Chelsea, Fürstenberg, and Cr pey en Valois. (Continued on page 108)



HORST

RENAISSANCE OF SURAH, old-fashioned favourite. In black-and-white checks, for this Germaine Monteil bolero-dress, with a black silk jersey bodice. Bonwit Teller; Ransohoffs, San Francisco; Bullock's-Wilshire, Los Angeles. White straw hat with field-flowers



*Lighter than a breath of air—
the wool for this suit, brown-
and-white checked. Saks-Fifth Avenue*

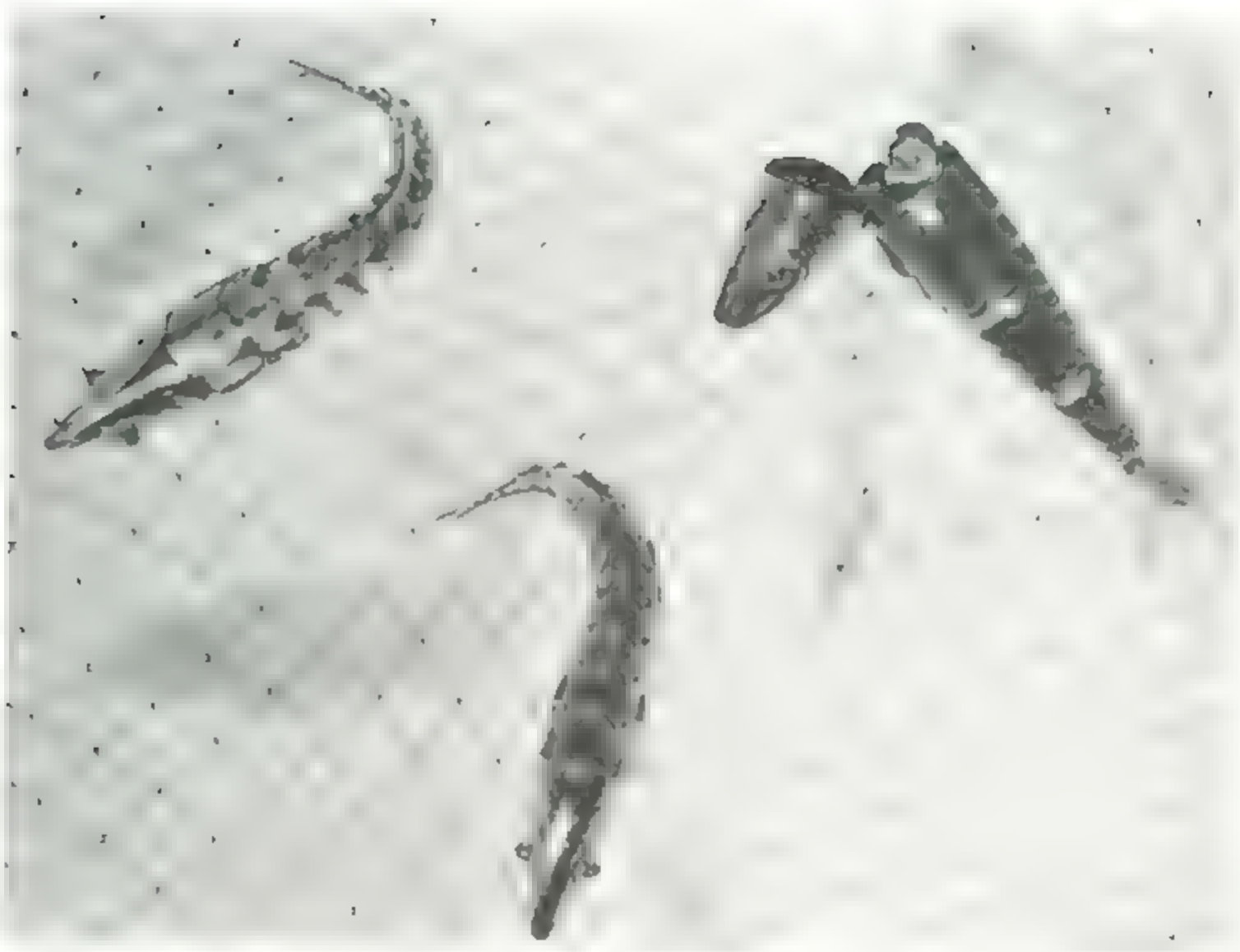


*The heavy-headed look in hats—
roses on a straw disk. Walter Florell.
Jersey dress; Gervais. Pearls; Richelieu*



*Another suit of feather-weight wool—
Anderson tartan in red and blue.
Red straw hat. Best; I. Magnin, California*

IN THE NEWS



*Flexible goldfish with ruby eyes;
each hides a cigarette-lighter.
Designed by Jean Schlumberger*



*A tie-together dress
of black and fuchsia crêpe.
Saks-Fifth Avenue*



*A new hat for a new chignon—
shiny blue straw. Sally Victor.
Coiffure by Walter*



*One of the new gift minia-
tures—a frilled white net
dress. Lord and Taylor*



An entirely new idea for giving, thought up by Lord and Taylor. When a gift is in order—for wedding, or birthday, or whatever—you buy a gift certificate for a dress, or a table, or a lamp, or a hat. Then, a miniature model is sent to the recipient. (Good idea for men in doubt.) The model is only a suggestion—she can choose whatever style she likes. Here, you see tiny duplicates of a dress-and-coat costume, and a hat—an amethyst wool coat over an amethyst-and-white crêpe dress, a high-crowned black straw hat, draped with a crêpe sash

TO-DAY



MONSIEUR AND MADAME JACQUES FAURE LEAVE THE CHURCH

SCHALL



SIGNING THE CIVIL CONTRACT



THE BRIDE'S BROTHER IS MAYOR OF MÉRU



ARRIVING AT THE CHURCH



YOUNG RELATIVES FORM A CORTÈGE



A CELEBRATED BOYS' CHOIR SINGS



THE CEREMONY IN THE CHURCH



THE BISHOP OF MONACO GIVES HIS BLESSING



RELATIVES GATHER AT THE CHURCH PORCH

Country Wedding in France

A WEDDING among your own people—who remember you from childhood, who have watched you grow up, who know your family, who care enough to be critical of you and proud of you—what a lovely simplicity and warmth there are in such a ceremony! In comparison with it, a town wedding, held in an echoing church, with strangers swarming at the edge of the canopy, is a thin, conventional affair.

Mademoiselle Jacqueline de Lubersac is a recent bride married in the French countryside, to the great joy of the whole village, who let their feudal hearts rule their republican heads for this whole festal day. Her marriage is of particular interest to Americans, since her mother, the Comtesse Odon de Lubersac, is the former Constance Livermore, of New York.

In cities, traffic rolls past, indifferent; a few passers-by gape at the porch; but in the village of Corbeil-Cerf, the bride's home, the whole population was en fête.

First, Mademoiselle de Lubersac and her bridegroom, Monsieur Jacques Faure, went to the *Mairie*. One of the bride's brothers, Comte François de Lubersac, is the Mayor of Méru, and, resplendent in his tricolour sash of office, performed the civil ceremony for his sister, assisted by the Deputy Mayor. From there, the wedding procession proceeded to the village church, decorated with alternate green and white-dipped firs. (Continued on page 132)



THE CHÂTEAU, WHERE THE RECEPTION WAS HELD



THE FAMILY PARTY AT LUNCH



THE VILLAGE CHILDREN AT LUNCH



THE TOAST BY COMTE RAOUL DE LUBERSAC



WELL-INFORMED CIRCLES.

IN the vocabulary of the daily press "well-informed circles" have by now been relegated to a place of secondary importance. On those very frequent days when foreign and diplomatic correspondents find themselves without any credible information to report, it is their custom to appease their editors with modest forecasts of their own. On these occasions, it is usual to evoke as authority some anonymous source. If, for instance, they have heard something from the postman, they attribute it to "a semi-official statement"; if they have fallen into conversation with a stranger at a bar, they can conscientiously describe him as "a source that has hitherto proved unimpeachable." It is only when the journalist is reporting a whim of his own, and one to which he attaches minor importance, that he defines it as the opinion of "well-informed circles."

At home, however, in ordinary social intercourse, "well-informed circles" still retain their prestige. It is significant of the diffidence with which we, as a nation, hold our opinions that the English for "*on dit*" is "They say." The Parisian reports what is being said at the café by his cronies and by himself; the Londoner pays homage to the enigmatic They—the people in the know. To be well-informed in England does not mean—as it used to in Germany and still does in the United States—to have studied the subject, written a thesis, and earned a diploma. It means to be in constant, intimate association with the Great. Nothing is more helpful to a shy young man than to get this reputation. It is by no means difficult. Like all arts, it is simply a matter of the proper use of raw material.

The difficulty is not in meeting the Great—most of us from time to time find ourselves within measurable distance of them—but in making the proper use of our meetings. Suppose, for instance, you are asked to luncheon at the last moment by a harassed hostess and, on arrival, see in the distance a face which has long been familiar to you in newsreels and caricatures. You are introduced and drift away to a more obscure part of the room. At the table, he sits six places from you. You are dimly aware of his expressing a liking for porridge.

He leaves immediately after luncheon. You wait until he is clear of the hall and then go, too. Nothing much there, you think, to qualify you for a member of the "well-informed circles."

"Mary had the Prime Minister to lunch to-day," you report.

"Oh, how exciting. What did he say about Palestine?"

"I don't think he mentioned it."

"Oh."

No ice cut. But try it this way: "I had luncheon with the Prime Minister to-day."

"Oh, how exciting. What did he say about Palestine?"

"Mary was there, and, as you know, the P.M. never talks in front of her. He won't be saying anything about Palestine this week anyway. Ask me next Thursday, and I may be able to tell you something rather interesting."

When celebrities fail, it is always possible to introduce quite unknown names with such an air of authority that no one dares challenge you. This is particularly useful when you meet a rival Well-Informed Man and are getting the worst of the encounter. You have asserted, for example, that the Paraguayan Government is in the hands of a military clique; you have been caught on this by a sudden disclosure of superior knowledge. "What about Hernandez, Cervantes, and Alvarez?" you are suddenly asked. You have never heard of them; nor, in all probability, has your rival. Counter smartly with, "You need not worry about them. Perhaps I ought not to say that. I got it only this morning from Henry Scudamore himself." There is only one answer to this particular gambit. "Ah yes. I suppose Scudamore was cutting your hair at the time?" It is conclusive, but it makes a lifelong enemy. Generally speaking, a certain reciprocal loyalty should be observed by "well-informed men."

Of these, there are two distinct schools, both of which enjoy wide popularity at the moment. Any one who wishes to make a social career on these lines should decide early what school he wishes to belong to, and follow it without deviation. His temperament must be the deciding factor.

Evelyn Waugh, satirical English author,
here expounds a simple formula
for sounding as though you knew all

. . . AND HOW TO MOVE IN THEM

The simpler, perhaps, is the Pseudo-Secret-Service. Those who seek admission to this honourable corps must have travelled a little in the Near East and, if possible, beyond. They must exhibit an interest in languages—a different and vastly easier thing than a knowledge of them. If, for instance, you are caught out by the menu, say blandly, “I’ve never been able to pay much attention to Latin languages,” or, better still, “the Romance Group”; and to such direct questions as, “Do you speak Magyar?” answer, “Not nearly as well as I ought.” It is good policy to introduce linguistic questions whenever possible; for instance, if some one says he has spent three weeks in Cairo, instead of asking about the hotels, say, “Tell me is much demotic Armenian spoken there now?”, and if big-game hunting in Kenya is mentioned say, “I suppose one can muddle along with Swahili, Arabic, and Kikuyu?” You must also be an expert on accents—“...she spoke Catalan with a strong Cretan accent....”

In appearance, the Pseudo-Secret-Service are conventional. From time to time, they must be seen in public with very queer company and, when asked about it, reply, “Well in a way it’s more or less my job.” They must have a keen memory for diplomatic appointments; not only our own, but the whole boiling.... “Going to Warsaw? Let’s see, who have the Siamese got there now?...” You can also flatter your friends and enhance your own prestige by giving them little commissions to execute for you: “Going to Paris? I wonder if you could find out something for me. I should very much like to know who owns a little weekly called *Le Faux Bonhomme*....” Or “...I wonder if you’d mind posting a letter for me in Budapest. I’d rather prefer the Government not to have it through their hands....”

Above all, you must assume a mysterious compulsion behind all your movements. “I may have to go abroad next week. Where? Well, I shan’t really know until I reach Paris. It depends on what I hear when I get there. What shall I do? Well,” (with a knowing smile) “I expect I shall play a little golf. I find it is a very good tip to take golf-clubs about with me abroad. They save one a lot of awkward questions.”

The strength of this school is that, as one of its prime objects is evasion, it is almost impossible to be shown up; the weakness is that it is very easy, in a confidential or convivial moment, to show oneself up. It also imposes restraints that often become irksome. For more boisterous and expansive spirits, the Bluff-and-Glory school is recommended.

Personal appearance counts for a lot here; an opulent and inartistic Bohemianism is the effect aimed at. The Pseudo-Secret-Service have affiliations with the Russian Ballet, Wiltshire, and the fashionable weeklies; the bluff-and-glory boys move about the Stock Exchange, Fleet Street, and the House of Commons smoking-room. They have definite traces of City soot behind the ears, and they are usually too busy to visit the barber. They have hoarse and rather hectoring voices, a gangster vocabulary, effusive geniality. They eschew moderation and either drink to excess or not at all; they are boastful in love and pursue rather accessible quarry. They know the names of every one with more than twenty thousand pounds a year and can furnish, unasked, exact details of the dispositions of their fortunes. “Old So-and-So moved back one hundred thousand in Commodities,” they say, or, “I will hand it to So-and-So, he made a very pretty clean-up last week in Oxides.” In Parliament, they know all the gossip from the lobbies and the Whips’ offices. Cabinet secrets are no secrets to them, particularly in regard to personal dissensions. In spite of their ruggedness of appearance, they have a keen regard for personal comfort, and few of them have travelled further than Los Angeles and the Lido.

An essential quality is resilience in face of exposure. For example, you have been dominating the table for some time about the character of Catalan Nationalism, and, towards the end of your discourse, you reveal the fact that you thought Bilbao and Guernica were in Catalonia. Do not be put out. Either say offensively, “It’s no use trying to talk reason to Communists”—or “Fascists,” (Continued on page 127)





TONI FRISSELL

In the covered-wagon sleigh, the skiers glide up Sun Valley to ski on the further slopes, or, in the evening, to dance at the Trail Creek cabin. Above, in the brilliant sunlight, are Mrs. Paul Warburg, Count Seilern, Count Felix Schaffgotsch, Mr. William Sheffield Cowles, and the driver. Down in front are Mrs. Douglas Burden, Mr. Warburg, and Mrs. Cowles

SNOWS may have melted around your door, but, in Sun Valley and further West, the skiing is still good. Spring skiing is comparatively new in America; skiers, who once believed that March ended their skiing for the year, are revelling in a season that lasts until May.

Sun Valley is as crowded as it has been all winter—with children, as young as three years old, on their toy-sized skis; with beginners, humbly toiling up the practice slopes; with experts, racing down-hill, trailing clouds of snow, training for the Olympics.

At the right, sitting on the edge of the outdoor pool, are Mr. Joseph A. Thomas, Mrs. Drayton Cochran, Mrs. Edward S. Harkness, Mrs. Thomas, Mr. Francis McNeil Bacon, third, Mrs. William Sheffield Cowles, and Mr. Walter Bell. Toni Frissell, who took these photographs, writes about Sun Valley on page 129.



SKIING IN THE SPRING

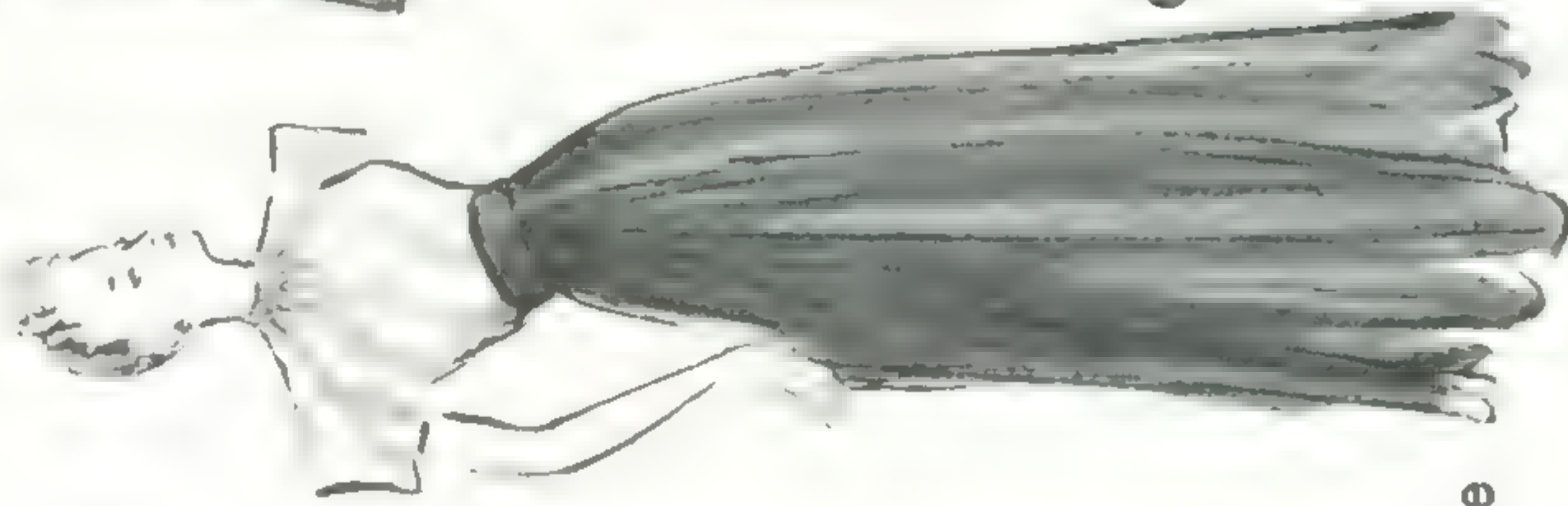
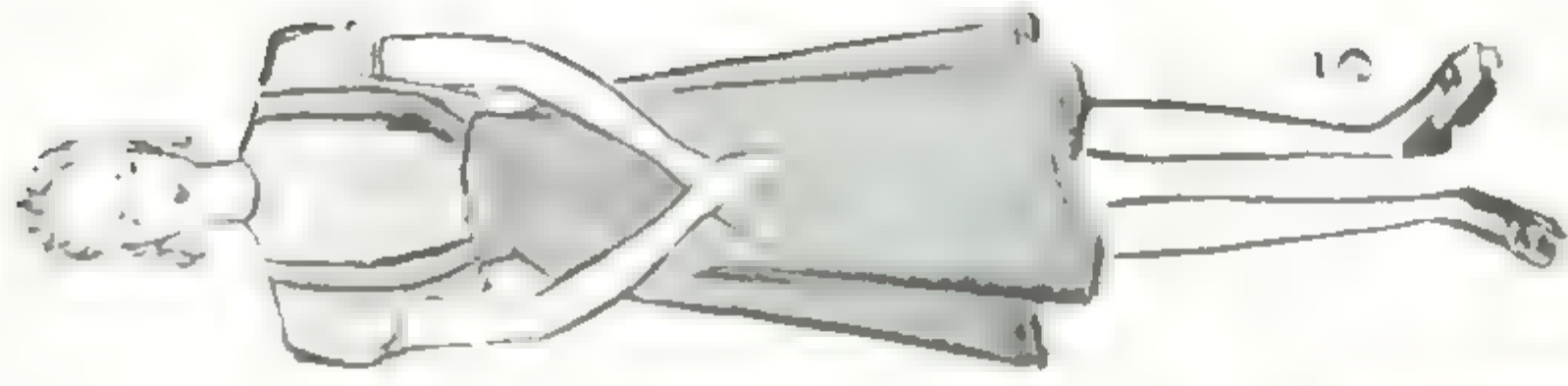


MR. AND MRS. JOSEPH COOK

MR. WALTER BELL AND MISS ALICE RUTHERFORD

MISSSES MARIAN MCKEAN, BETTY WOOLSEY, KATHLEEN HARRIMAN

Whispers to a girl with nothing a year



These whispers are for your ears--if you're young, if your ideas are bigger than your bank-account, if you want to look like a figurative million on two cents. This spring is a good season for the near-broke. Just listen:

Acquire an affluent-looking pigskin bag (1)--natural, saddle-stitched in red. It'll last more years than you pay \$\$ for it. Authentic pigskin for about \$7.50; Best. Let the hand that holds it be clad in a glove of English chamois, with pigskin fourchettes. About \$3; Altman.

Buy an African chief's ransom of basic beads (2), tied with grosgrain. Mix the colours to match (a) your mood, or (b) your costume. Setback: about \$1 a string. Bonwit Teller.

Dedicate about \$5 to a natural homespun pouch (3)--impressive with simple country clothes. Bloomingdale has it.

Own this dashing crocheted hat (4) with telescope crown and snood, but never breathe to your inquisitive friends that you parted with only about \$5 for it. Bonwit Teller.

Squander about \$3 on a blue denim suspender skirt; about \$1 on a flame lisle shirt (5). Lord and Taylor.

Put together a dusty-pink top; a dusty-blue skirt (6) of silk jersey. Shift ad infinitum. About \$18; Saks-Fifth Avenue.

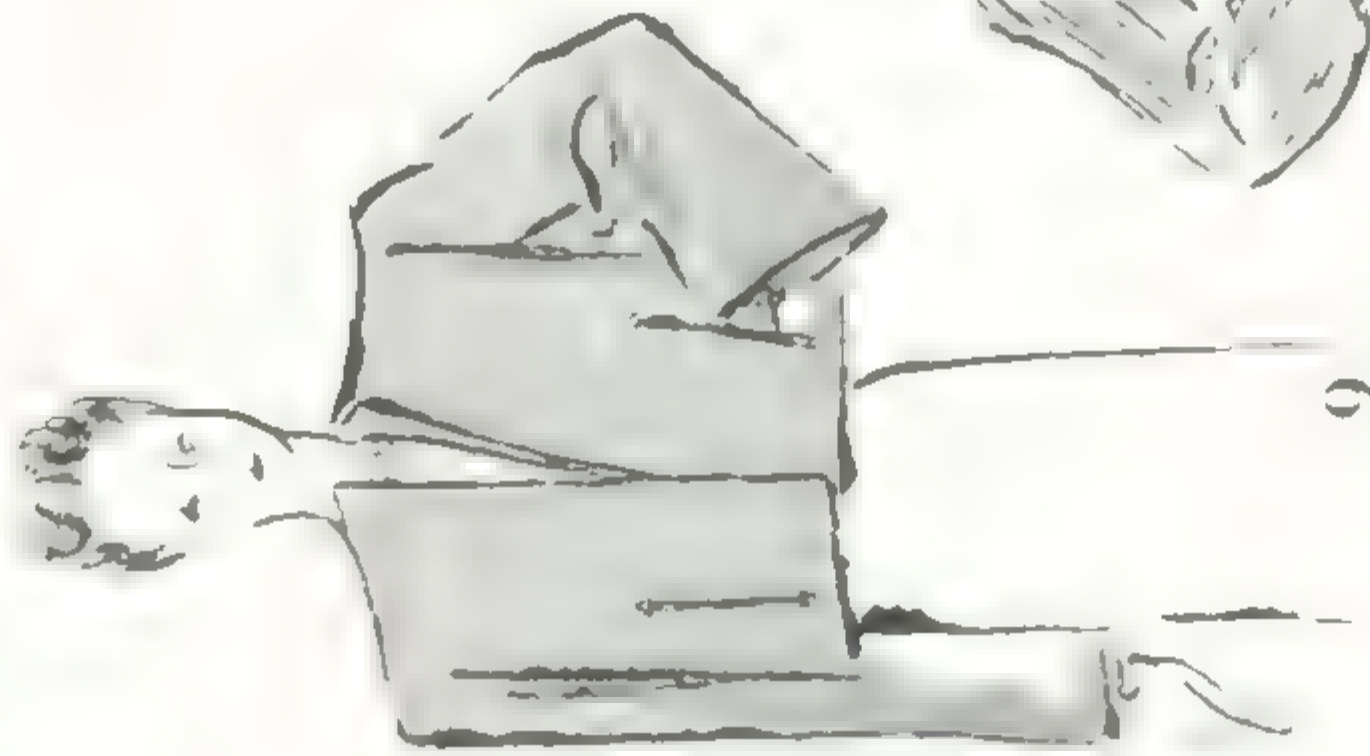
Shelter your bare shoulders with a taffeta square (7), striped red-and-white. This fichu pinch-hits for a jacket at dinner; an evening wrap later. Echo scarf about \$5; Macy's



Take a good haul of fish-nets (8), which come in exotic, soul-stirring colours. Two fish-nets tied together make a turban--you do your own draping, often using two colours at once.

The fish-nets also make wonderful scarfs and sashes, and you'll probably develop ideas of your own when you see them. Just about \$1 for each length. Glentex nets, at Best.

Idea for the front of the turban: a huge gilt hairpin. And two spiked in a curly top-knot make a turn-and-look evening coiffure. Under \$1. Best



Spread a little brightness by wearing a red felt jacket (9) eye-catching as poster paint. It's waist-length and boxy, and you can wear it any time, from the minute you get up to the minute you retire--it's that versatile. About \$8; Macy's.

Add a red-and-white silk blouse to a commendably cut black crepe skirt (10), and you have a costume for about \$16. Separately: skirt about \$9; blouse under \$7. These are subject to change--with other skirts and blouses. Lord and Taylor

Welcome Sweet Springtime with dewy daisies (11)--a whole bunch of the meadow variety, or a single African one. Refreshing on a dark lapel, and an exhilarator for last year's suit. Each about 50¢. John Wanamaker

Step out on the first new little green blades of country grass in a comfortable pair of calf moccasins from Norway (12). Polish and saddle-soap them, for a lovely chestnut gloss. Approximately \$5 a pair; Abercrombie and Fitch.

Take the newest way to a tiny waist-line--via a belt of corrugated Lastex in enthusiastic colours (13). A good and not costly way of integrating blouse-and-skirt. About \$4; Lord and Taylor

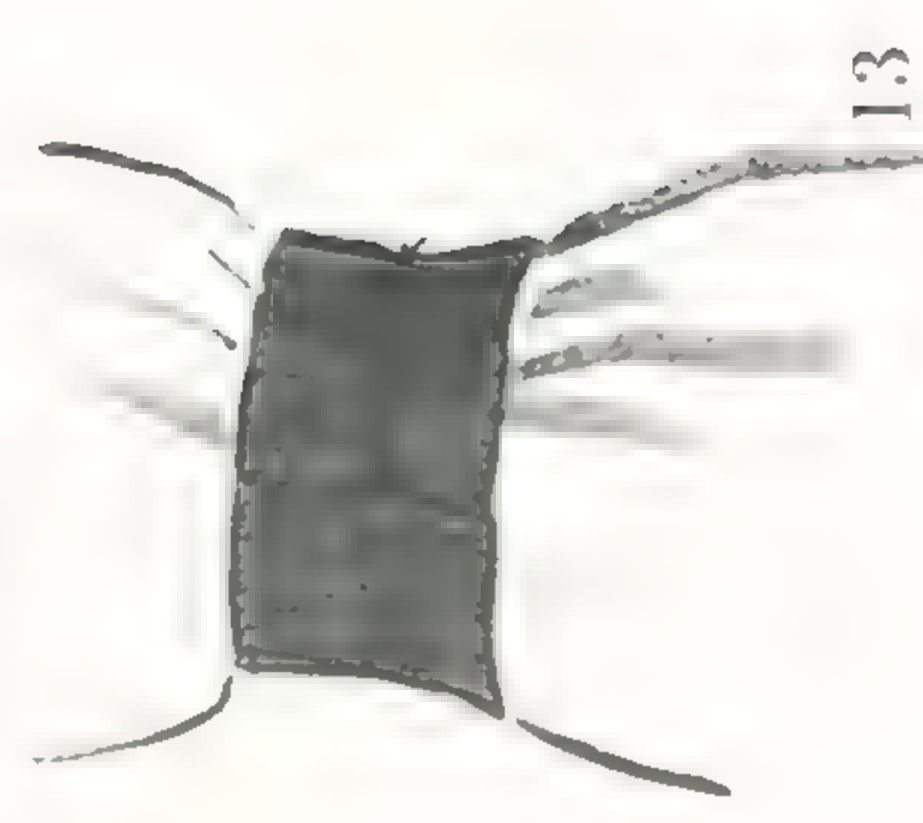
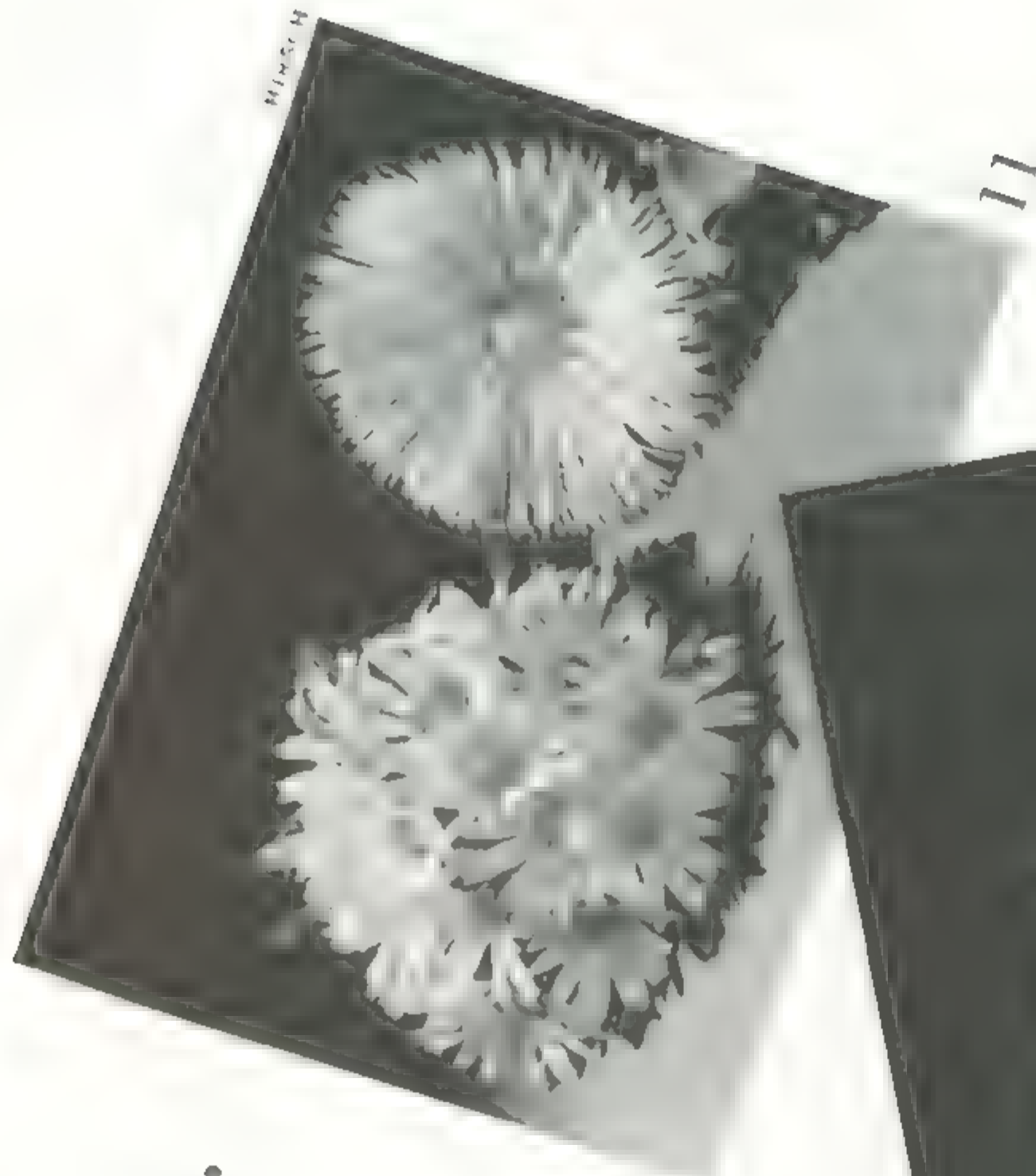
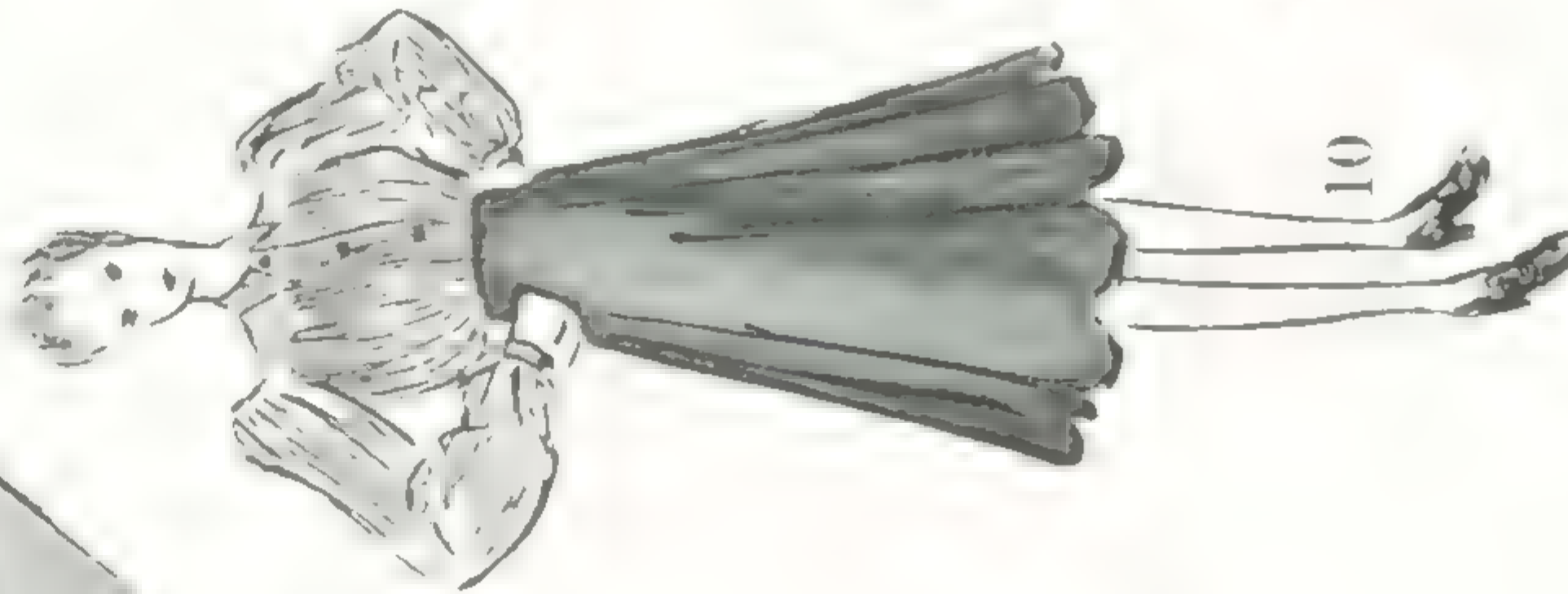


Get an untrimmed, flat-crowned straw bonnet--there's a bonnet-brigade this spring--and vary its looks with assorted veils and scarfs. The most fetching way is to tie the veil or scarf over the crown and in a bow under your chin. Try one of white organdie, or pink voile, or two-colour veiling. You can find a bonnet for less than \$3 in Macy's untrimmed hat division.

Sew dozens of tiny field-flowers or black velvet bows on the skirt of an organdie evening dress.

Revive an uninspiring, but perfectly good black dress with lingerie touches--a frilly guimpe in a square neck, for instance; an Eton collar on a round neck.

Cut a petticoat ruffle of plaid taffeta to sew inside the hem of a full-skirted dress; drape a turban of taffeta to match the ruffle.



Linda Pennyfew

MORE TASTE THAN MONEY

Here begin 4 pages of two-season corner-cuts
for you to wear from now until September—
plus some shopping points to pin in your purse

- Gingham town suits are new—they look like shepherd checked wool—and they wash and iron before you can say Jack Robinson.
- Put a white vestee in the neck-line of a dark dress for spring. Subtract it in the summer and fill the low neck with masses of beads.
- Pick a versatile dress that can be citified with white hat and gloves, and countrified with a bright wool jacket and twisted wool turban.
- White gloves with fabric palms, crocheted tops, launder in no time.
- Buy two blouses to go with one long, full evening skirt, a bright one and a subdued one—result, two evening dresses.
- Metamorphose a slim black dress and bolero costume by tying around the waist an enormous wide band of white grosgrain, the ends tied like donkey ears.
- In the country, wear a plaid wool shawl over your sweater and skirt. (Later on, you could wear a gingham one.)
- Make yourself a long, wide chiffon scarf—stripes would look very new—for evening. Pin it to your head with one of those new strong-minded combs, and wind it around your shoulders instead of a wrap.
- Have shorts made of the same material as your full, short skirts.
- Wear leaves, real or artificial, twined in your hair in the country, or a wreath of leaves instead of a necklace.
- Wrap your head at night with veiling or old lace, pinning it in place with a big metal hairpin.
- One short red tweed box-coat can do 24-hour service—day and night.
- One of those wistful little evening capelets with a hood is no chore to make for any one with nimble fingers.
- Make a white piqué dress look expensive by adding black accessories—a black bow in your hair, short black gloves, black shoes.
- Little high-necked sweaters of knitted cotton, in candy colours, look just as well with a dinner-skirt as they do with slacks. (In the former case, they are weighted down with jewellery.)
- There's something intrinsically expensive-looking about stripes.
- Simple gold link necklaces twisted with strings of false pearls go on forever—and aren't likely to betray their price-tags.

Opposite page: Skirt with two blouses—one way to make dollars go far. The skirt is linen, bright plaid on white. About \$13. Red linen sweater-blouse, about \$5. Alternate — black crêpe blouse, wide-sleeved; about \$7. All: Lord and Taylor; L. S. Ayres, Indianapolis





ADD A VELVETEEN JACKET—a deep red velveteen jacket (small picture) to a deep red-and-white crêpe dress (large picture). You see the dress with its own crêpe jacket, long-sleeved and punctuated with fresh white piqué revers. About \$23. A white, white piqué Breton tops it. The velveteen jacket flares loosely in back, and will probably be worn often as a separate evening jacket. It costs around a modest \$11, making the total very low. Red straw and pink taffeta hat. All: Franklin Simon



SUBTRACT A GUIMPE (large picture) from a simple dress of black Crown-Tested Rayon (small picture). Before the subtraction, the dress is crisp and prim, with tucked lingerie touches—guimpe and cuffs. These, and the white piqué hat, give the dress a distinct for-the-avenue look. When the guimpe is left off, the dress has a low, square neck-line, very cool in warm weather. With a black Milan cart-wheel and jewellery, it looks very dressed-up. About \$25 for the dress; Altman; Marshall Field





SUBSTITUTE A PIQUÉ JACKET (small picture) for the short-sleeved jacket that goes with a blue, black, and red printed crêpe dress (large picture). Result—a costume that looks entirely different. The dress has a pleated skirt, and costs around \$20. A thick-brimmed hat of red straw echoes the red in the print. Jane Engel. The white piqué jacket, spotless as a midshipman's "whites," is about \$5—it's shown with a white piqué hat. Altman. Apparent effect, two costumes for about \$25



ADD A WOOL JACKET—a plum-coloured jacket of Botany wool homespun (small picture) to a two-piece dress of Crown-Tested Rayon, printed pink, white, and black (large picture). Jacket, about \$11, shirt, around \$6; skirt, around \$11. Franklin Simon. This costume will lead a double life in the country—the dress, plus a soft pink felt hat from Dobbs, will lunch on the country club terrace. Plus the jacket, it will be seen on the side-lines at sporting events



HIRSCH



DESIGNS FOR DRESSMAKING



GO IN GREY

Plan your wardrobe about grey this spring—wear it with navy-blue or black, high shades or pastels. Make these three outfits basically grey: the suit, the jacket-dress, and the evening dress; then switch jackets and accessories as you please. (See those sketches?) Far left: Suit No. 243 is new in feeling: a long box-jacket over a straight skirt. Use grey wool for the suit; red-and-white striped crêpe for the blouse. Designed for sizes 12 to 20; 30 to 38

Centre: Jacket-Dress No. 252. A panel of shirring bisects the bodice of this young-looking costume; pointed revers splash across your shoulders; the little jacket is basque in line. You can wear it both before and after five-o'clock. Try a pussy-willow grey crêpe, or a grey-and-yellow print, and see how well it combines with the yellow piqué bolero for the cocktail hour; the grey wool jacket for the daytime. Designed for sizes 12 to 20; 30 to 38

On this page: Evening Dress No. S-4138 has clever seams in the skirt, to make you slim as a willow; a becoming high waist. For mild spring evenings, you might make it of dove-grey net; or black-and-white pin-checked surah, with a brief bolero of canary-yellow piqué, to match the flowers at your throat. (Note to would-be Prom Queens: you can make this yourself and impress the stag-line all this spring.) Designed for sizes 12 to 20; 30 to 42

- You'll find back views of these designs on page 108



SHOP-HOUND'S PROPOSALS

SHOP-HOUND does not propose to clothe you in this issue—you'll find plenty of trousseau talk on other pages. Shop-Hound proposes to find for you things you'd like to receive *as* a bride, or give *to* a bride.

To get under way without giving you price-fright, you'd better see the American glassware at Pitt Petri, in crystal or emerald-green glass, hand-blown and faintly bubbly-looking. Vases, bowls, candlesticks, and such range in price from fifty cents to \$3, approximately. Best of all; the tall, tall green glasses, about three times the size of the average tumbler, which hold twenty-four ounces, and cost about \$10.50 a dozen. There's some amazing, delicate-looking white china here called Shelledge, either plain with a fluted edge or with a faintly etched design. The amazing part is that it apparently can't be chipped. We banged some plates together, hard. No chips. A service for eight costs less than \$10. At 501 Madison Avenue.

Harry Silberstein seems made to order for you if you want to give a present that is unusual and personal, without spending too much money. Maybe you have thought of giving antique sugar-tongs. If so, Silberstein is a good place to pick up an impressive pair for about \$2 to \$5. Other silver bits we liked were: sterling sugar-shakers, about \$35 a pair; a massive Louis XV. asparagus fork of sterling, about \$6 (any number of old forks and spoons); an Edinburgh sterling bottle-stand to hold two bottles, or if you like, two pots of ivy or flowers. Very graceful; dated about 1876, priced about \$20. At 628 Lexington Avenue.

We turn from silver to gold at Wedderien (435 Madison Avenue), because there are such handsome wedding-bands there. We loved the very, very wide plain ones in red gold. They come almost to the knuckle of the finger and almost to \$15. A slightly narrower one of green gold costs about \$35. They cost about twice as much in platinum, and we like the gold ones better, but that is just Shop-Hound's thought, and the platinum ones do look sleek and modern. For about \$15 or \$50: rather wider-than-usual rings of carved gold with an antique finish. If you're diamond-minded, there's a thin platinum band set with two horizontal, spike-shaped diamonds; about \$245.

At Saks-Fifth Avenue, order match-books, pristine and white, with your initials and those of your fiancé stamped in silver, with the date of the wedding. Good for wedding-parties. Or if you want to get gay about your engagement, there's one match-book that says "Betty and Gerald. It's a match." Even if your name isn't Betty or Gerald, and you have no idea of being married, you should still see the new metallic paper match-books in vibrant colours. All these are Ourname books, with protected striking surfaces. About \$6.50 a hundred for the metallic ones.

One of the most beautiful collections of linen we've seen lately is at E. A. Miller, 742 Madison Avenue. Mrs. Ashburner, who presides over the shop, has imported lovely hand-made Italian linens to break your heart. We succumbed to one pattern called the Bridal Veil design, because it was actually copied from the design on a bridal veil in a museum. The pattern is worked out on sheer blush-pink linen. You can have a tea-cloth and six napkins of it for about \$45, or a dinner-set for twelve for (don't wince) around \$125. If these prices are out of your buying range, there are charming breakfast sets of printed linens with scalloped edges that would make even an old Scrooge start the day with a happy smile. These vary in price; none of them expensive. And there are many bibelots, odd bits of china and antiques to see here. A tiny shop, but full of excitement.

The De Salvo Art Galleries could hold you for days, because there's such a lot to see there. We hit on some beautiful Bohemian glass decanters as our idea of presents. They are of rose or blue glass, cut out with the uncut surface encrusted with white enamel, and the enamel painted with flowers. If that sounds too florid to you, it doesn't look that way, only charming.

Silver cruets are coming back into favour as presents, now that people seem to be getting more sentimentally possession-conscious. De Salvo has a fine collection of George III. and Victorian ones for about \$20 and more. The address: 417 Madison Avenue.

Alfred Orlik, our long-standing friend in times of present-buying, has some enchanting demi-tasse cups of paper-thin white china, sprigged with tiny pink roses, like a challis pattern. Very delicate. If we were a bride, we would like to think of ourselves demurely pouring coffee into these cups, dressed in a rose-sprigged housecoat, which we had cannily thought out. It's a pretty picture. Another pretty picture is the sight of Orlik's many Staffordshire flowers all in a row. They have, as well as the more usual ones, some new and convincing carnations, which really *trompe* the *œil*. Charm from about \$3.50 or more. And the fine, heavy lead crystal sets, atomizer, cologne bottle, and powder-jar, are delights; for about \$25.

This isn't the first song and dance we've gone into about the appeal of good leather, but it's a pretty rapturous one. At W. and J. Sloane, there is a group of humiders, trays, lamps, and other objects made of solid steer hide, which is as handsome as it is tough. The leather comes in a new colour, called New Tan. It is handled in several fashions: some of the pieces are of link belting, which has a wicker-like weave; some are of laminated leather, layer upon layer. As an example of price, a tray costs about \$10, or \$15 with handles. (Continued on page 123)



A NEW SEASON — A NEW FACE

SLUMBER SONG

**Helena Rubinstein's
unique night perfume**

A heavenly delicate soothing scent to lull you to sleep. Use it as a relaxing body rub after your bath; touch it to bed linens and your nightdress. In an exquisite crystal angel bottle topped with a tiny halo of charming spring flowers. 5.00.

A NEW SPRING SCENT, Apple Blossom joins the delightful Flower Shop Bouquet Colognes. The light, sweet, clear fragrance of apple blossoms in soft sunlight. Invigorating and refreshing, a cool pick-up.

Flower Shop Bouquet Cologne series, English Garden, American Garden, Autumn Garden, or Apple Blossom, 1.00 each.

Greet this radiant new season with a radiant new beauty! Helena Rubinstein, world-famous beauty authority, shows you the way to a finer, clearer, fairer skin, ready for your new romantic make-up, for your lighter, prettier, Paris-launched young fashions. Use this treatment—and see the immediate results after a single week!

NIGHT TREATMENT—Herbal Cleansing Cream Special should be used for immaculate cleansing and satin smoothness. Contains rich, mellow juices of herbs. 1.50.

Novena Night Cream to leave overnight on face and throat. Its balsamic oils are wonderful to banish flakiness, soften, help prevent lines and dryness. 2.00 to 21.50.

MORNING TREATMENT—Skin Clearing Cream stirs up sluggish winter skin first thing in the morning. It helps clear away that dull, drab look, gives your skin an aliveness, a clear, glowing translucence and keeps it active all day long. Leave Skin Clearing Cream on your face as long as possible every morning. 1.00.

Anti-Wrinkle Lotion (Extrait) is the finishing touch before make-up to brace your skin and keep it supple all day long. Helps prevent and correct lines. 1.25, 2.50.

BE AMONG THE FIRST TO WEAR AQUARELLE—HELENA RUBINSTEIN'S NEW MAKE-UP

Launched in Paris, and a sensation during the spring openings, Aquarelle make-up is a complete new colour harmony in soft pastels. It gives your complexion a new, exquisite, radiant transparency—a fragile, romantic younger charm perfectly keyed to new fashions.

Aquarelle Face Powder, iridescent rose-beige, 1.00 to 5.50. Aquarelle Lipstick, a luminous rose flame, 1.00 to 2.00. Aquarelle Rouge, 1.00. Lustrous Nail Groom, .75. Aquarelle Eye Shadow and Special Mascara in harmonizing blues, 1.00 each. Town and Country Make-up Film, for perfect make-up, 1.50. Available at all good stores and at Helena Rubinstein Salons.

Helena Rubinstein

715 FIFTH AVENUE • NEW YORK

SALONS: PARIS • LONDON • BOSTON • CHICAGO • SAN FRANCISCO • TORONTO • MELBOURNE



GABOR EDER

Revillon Frères

IS SHOWING FOR SPRING AN
UNUSUALLY BEAUTIFUL COLLECTION
OF NATURAL RUSSIAN SABLES

FIFTH AVENUE AT 54TH STREET

DISCOVERIES IN BEAUTY



BAKER

Elizabeth Arden's enchanting pincushion is an exquisite and diverting Easter gesture—a frilled satin cushion, clustered with veil pins and speared with fanciful hat-pins, topped with bulbs of four different perfumes

GERMAINE MONTEIL suggests, as an Easter gift, a new beauty kit that looks like an unusually smart hand-bag and is very moderately priced. The case is oblong, with a black or brown alligator finish, and a buckled strap, so that you can carry it over your arm.

Cleansing cream, night skin cream, skin freshener, and the famous Beauty Balm are in trim containers, together with powder and lipstick. And, if you want really to consider the case as a hand-bag when you go week-ending, there is space for change purse, compact, and such.

You will find this offering in all the shops where the Germaine Monteil preparations are sold.

One of the neatest and sweetest perfume bits about town is Lenthéric's Triangle de Fleurs, with three little bottles of the Lenthéric floral fragrances in a pretty pastel bandbox. The feathers in the top of the box make you think of a spring bonnet. Actually, the Triangle de Fleurs will be in the shops during the summer and will delight hostesses as week-end gifts, but it has special charms for Easter.

A muted, lovely pink on your finger-tips gives your hands that fragile, some-one-is-sure-to-take-care-of-me air. The polish is Peggy Sage's and is known unblushingly as Heartbreak. It's a rather special colour, best with the mauve and violet and fuchsia-pinks, with lime-green, and with navy-blue. And it is as new as this sentimental season.

Barbara Bates has a new pocket nail-file for men that folds into a silver case, so that it looks like a knife. It is perfectly plain, with a space for a monogram, functional and not fussy. Women, too, will like it to carry in their hand-bags, but it seems particularly felicitous for men, because it is the sort of small gift that is difficult to find. This new nail-file is at Saks-Fifth Avenue and at other shops.

In keeping with the happy trend toward delicacy and pastels is the dulcet little Easter box from the house of Orloff. A gentle blue, it is filled with miniature accessories—four tiny blue satin sachets, sprigged and bound in pink, three round little cakes of baby-blue soap, and a fluffy little blue powder-puff. At Lord & Taylor, in New York.

Bonwit Teller's Easter eggs have taken an entirely new form, because they are of blown glass and contain concentrated bath oil in lilac, gardenia, carnation, or field-flower scents, which, in turn, make the eggs delicate blue, pink, yellow, or green in colour. The egg, or eggs (you can buy them singly or in sets of four), are nested on cotton in bright-coloured baskets, tied with Malines bows. Each egg contains enough of the oil for eight or nine baths, so the gift lasts fragrantly after the first fun of receiving it.

(Continued on page 106)

NO. 5 * * * **FOR EVENING**



Les Parfums

CHANEL

GLAMOUR CUIR DE RUSSIE (RUSSIA LEATHER) GARDENIA NO. 22 JASMIN

*the
world's
fairest
in
furs*



Richly toned Sable Jacket

Baum Martin and Silver Fox scarfs to top your

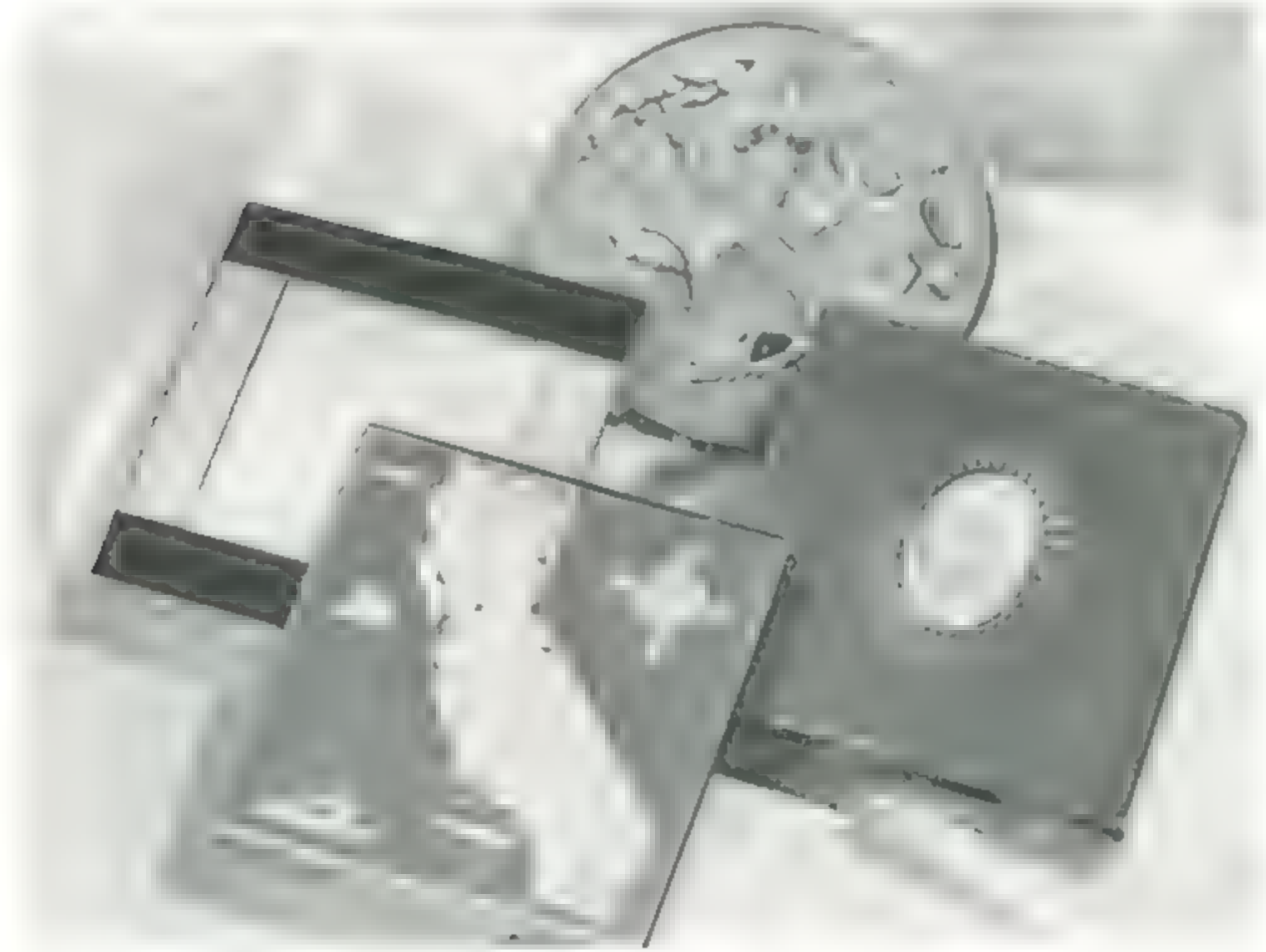
Spring Tailleur

Russian Ermine...regal with undated simplicity

b. weinstein

485 Madison Ave., at 52nd St. • New York

DISCOVERIES IN BEAUTY



New compacts by Henriette, to create pleased "oohs and aahs." California symbolically golden; a daguerreotype case (right); a sleek, sophisticated case (left); and a round, cheerful one (above). All at Saks-Fifth Avenue

(Continued from page 104) Henri Bendel's is feeling pretty desperately gay about Easter and has worked out the most feminine and light-hearted packages of sweet-smelling preparations that ever answered a sybaritic dream. Pink plumes angle off from flowers and satin bows. Tulips, gardenias, lilacs, pansies lie in folds of opalescent Cellophane or in pastel baskets in a perfect orgy of prettiness. All of which festoonery covers Bendel's deliciously fragrant bath preparations. If the lady has a spark of the coquette in her make-up, any of these will entrance her.

When the sheets of a bed are turned back and an aura of fragrance rises from them, you have the feeling of ultimate luxury. Sachets in the linen-closets are the traditional way of achieving scented sheets, but Carolyn Nelson has a new trick in this direction. A long, flat sachet of satin ribbon is placed across the mattress, under the mattress cover, and buttoned down at the sides with little loops. There it is, scenting the whole bed and making you feel like a princess in a flowery bower every time you go to bed.

The perfume in these sachets is Carolyn Nelson's "Whim," a spicy fragrance which also appears in a new toilet soap that not only makes you smell very fine and expensive, but perfumes your entire bathroom, as well.

Ann Haviland, who, for some years, has been making fabulously perfect flower scents, has recently set up her headquarters at Jay-Thorpe. Rather in the order of a celebration, we gather, she has turned out a new perfume called "Daphne." It's a pungent, leafy fragrance, full of the pleasant confusion of summer odours, and quite unforgettable. And well aware of the American woman's passion for carrying a scent through to the bitter (sweet?) end, Ann Haviland has produced sachets to match, for hangers, lingerie, and even a sachet for evening bags.



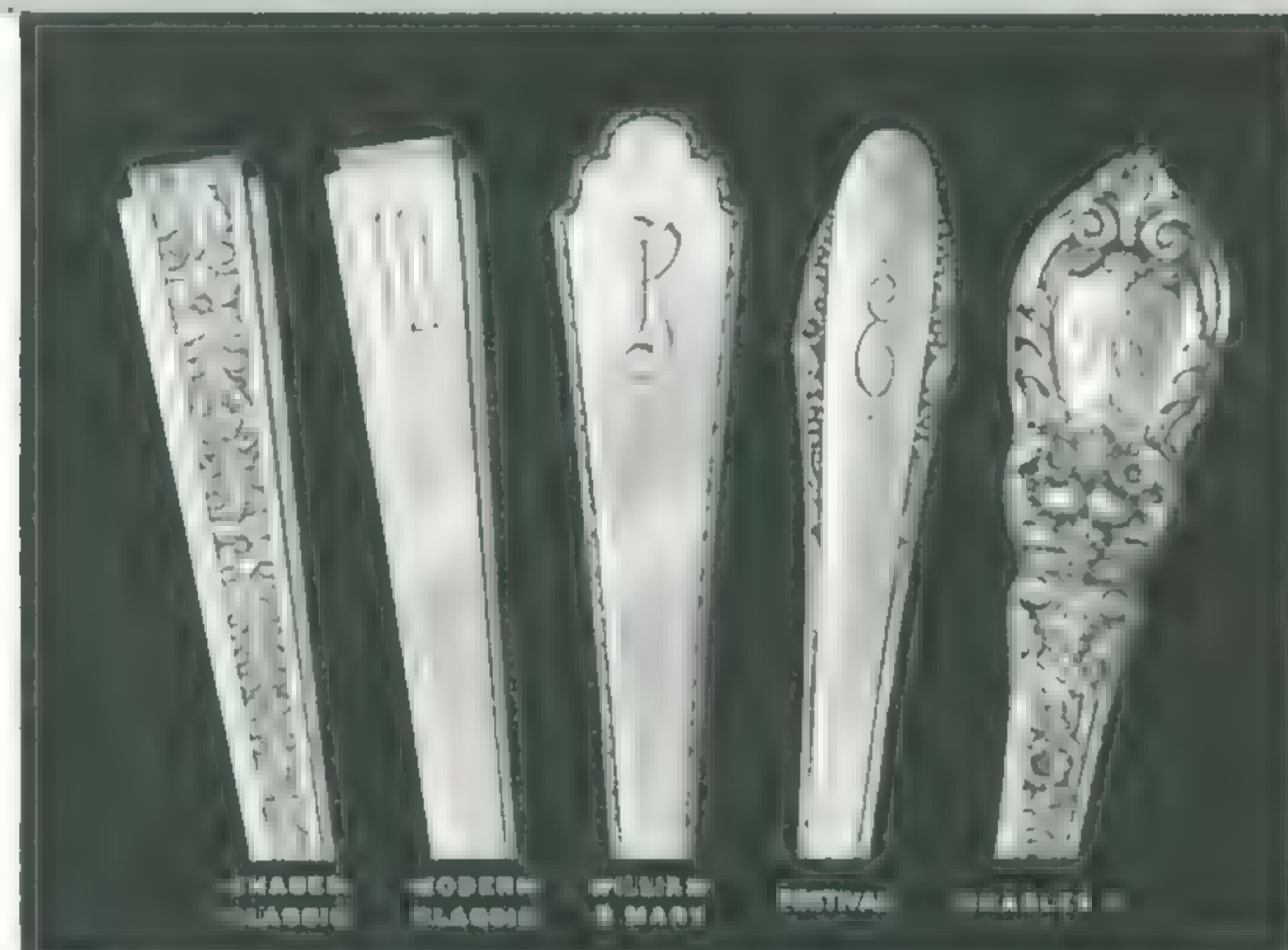
Six variations on a flushed cheek—Houbigant's Greaseless Rouge Cream, light, fluffy, and a joy to apply. It runs in the blushing gamut from the palest coral to rosy glowing brunette. In little glass pots with silvery tops



STERLING 925/1000 FINE

Beauty that Endures

ROOTED IN THE TRADITIONAL BEAUTY of the period which produced Chippendale, Sheraton, and the Brothers Adam, yet somehow youthful and vigorous as our own day...that is the charm of ENGLISH SHELL. Here is solid silver which takes its place proudly with the rarest of Georgian productions—and will doubtless be considered equally precious by generations to come. ✱ Visualize this 18th Century design in an ancestral mansion or a compact little apartment... it will miraculously be correct in either place. Like a guest with beauty and poise, this Sterling Tableware graces any gathering. In an unobtrusive way, it proclaims its own careful breeding and fine lineage. The passing years will deal kindly with it—enhance its beauty and endear it to all your family. Please write for "The Bride Selects Her Table Silver" which pictures LUNT patterns in all their variety and beauty. Address Lunt Silversmiths, Dept. A-18, Greenfield, Mass.



LUNT
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MAKERS OF STERLING SILVERWARE EXCLUSIVELY

Keep Youth IN YOUR EYES



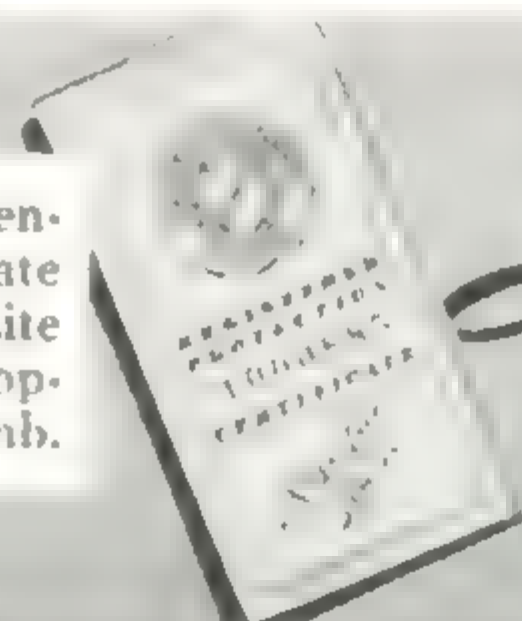
● He may thrill to his first memory of your eyes. But how much more thrilling—when he looks into your eyes today and still sees there the same charm. If you would keep your eyes youthful, you will avoid eyestrain—the enemy of keen vision. For neglect of your eyes hastens the telltale signs of years. That's why more people these days are doing the wise thing—having their eyes examined by a trained professional man—the refractionist. Yes, *every year*—if they now wear glasses.

It is good to know that you may now get glasses which combine good looks with comfort. *Soft-Lite Lenses* are notably inconspicuous—of a natural flesh tint blending with the complexion.

If you are sensitive to over-brightness, *Soft-Lite Lenses* may be prescribed. For these famous light-absorptive lenses are giving restful, clear vision and comfort to millions of people.

Published in the interest of more comfortable vision by the Soft-Lite Lens Co.
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Issued only by Soft-Lite Licensees, this Protection Certificate accompanies genuine Soft-Lite Lenses, made at the great optical works of Bausch & Lomb.



*Soft-Lite
Lenses*

PRESCRIBED FOR COMFORT...AND SO GOOD-LOOKING

SCENT AND SENTIMENT

(Continued from page 84) However, as scent bottles, such as we show you on page 84, are rare and hard come by, we suggest simpler and less precious ways for the contemporary gallant to address his lady. For instance, several of the furriers have made up special perfumes that blend particularly well with furs. Giving furs is, of course, a Great Big Gesture, but, whether it's a fox or a sable scarf, a little bottle of perfume nestling in the pelts will add that final fillip to the thought-out compliment you wanted to pay. Or, for a sub-deb, a bottle of fragrance all her own, resting in the folds of her first serious party dress, will undoubtedly reduce her to a flushed little yelp of excitement.

Then, too, because modern perfumers have given such imaginative and provocative names to their fragrances, one can make a euphonic tie-up (even a pun!) with any number of them. Figure out for yourself the alluring possibilities to be included with a bottle of "Recital," "Crêpe de Chine," "Opening Night," "Coq d'Or," "Tzigane," "Tabac Blond," "Tweed," "Fugue," or "Old Spice." There are, too, believe it or not, perfumes that will match in name, mood, or package, riding-boots, candy, whole gardens of flowers, lingerie, canary birds, jewels, et cetera. Of course, if you want to carry your tie-up through to the *n*th degree, send along with some rose perfume a batch of that Greek confection, Bac Lava, which is flavoured with rose. We'll be glad to help you out with names and suggestions, if you have a problem tying-up your gift with a suitable double entendre.

The Early Californians, incidentally, had a unique way of greeting Easter. Fragrant, too. In preparing for the Easter fiestas, it was the mischievous prerogative of the ladies to blow out eggs, paint them in gaudy or genteel colours, and fill them with cologne. Then, when an unsuspecting gallant bowed off his sombrero in Easter greeting, the egg was cracked over his head. And, as if this were not salutation enough, a handful of confetti was rubbed in his soaking head. (*The gentlemen were meant to take this in good part.* Editor's note.)

Perfume at Easter is the perfect tribute. Perhaps you remember a rather sticky vial of ten-cent cologne, tied with finger-grimed ribbon, presented by a child. Perhaps you remember the inordinate sense of flattery—the disproportionate magnitude of the compliment. Your deep emotional response. It was not only the child's thought of you. It was not merely the fact that he stubbornly steered his Nanny away from book-marks and coloured pads, but that, with instinctive knowledge, with unconscious homage, he bound it so adoringly in pink.

DESIGNS FOR DRESSMAKING



This spring, you should begin with grey as your basic colour for these three new Vogue Dressmaking Designs. Other views are shown on pages 100 and 101. Designed for sizes: No. S-4138, 12 to 20, 30 to 42; Nos. 252 and 243, for sizes 12 to 20, 30 to 38

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 28.



Sky Blue Pink

Gay, young, exciting . . . the newest Elizabeth Arden make-up for spring . . . designed to be worn with the pinks and blues, the frivolous veils and flowers and laces of the 1939 spring fashions . . . Sky Blue Pink Colour Harmony Box, containing complete make-up, \$5.75; Lipstick alone, \$1.50; Rouge, \$1.25 and \$2.00; Nail Varnish, \$1.00; Eye Sha-do, \$1.50; Illusion Powder, \$1.75 and \$3.00; Cameo Powder, \$2.00 and \$3.00.

Elizabeth Arden

6 0 1 F I F T H A V E N U E • N E W Y O R K

The American Bow of..



PETER CREIGHTON Companion Classics

Junior
Sizes 11-17
\$15.00

Misses
Sizes 12-44
\$20.00

Visualize yourself in a Peter Creighton Companion Classic . . . a magic adjust-ability fits them to any figure . . . they require no major alterations. Whether sitting, walking or standing this new stud dress is both flattering and comfortable . . . with never a strain at the seams. Of rayon and acetate in navy, rose, turquoise and other spring colors.

EXTRA DETACHABLE COLLARS
WITH JUNIOR MODELS

Separate link and
stud sets

\$2.50 up

ONE STORE TO A CITY

Direct all inquiries to

ADOLPH R. HAAS, INC.
337 So. Franklin St. Chicago, Ill.

MARRIAGE À LA MODE



For a very young June bride—the dirndl wedding-dress. It is pure white satin, with a tight bodice, shirring low about the hips, quaint puff sleeves. Near \$90. De Pinna



Say your "I do's" in this classic wedding-dress, of lily-white satin, with a deep V at the neck, a high waist, and a long, dramatic train. It's nearly \$30; at Best



"The Bride Wore Pink." Flesh-coloured chiffon makes an unusual dress for an individual bride, with huge puff sleeves and a full, slim skirt. About \$80. at Altman



WHEN ONLY THE BEST WILL DO . . .

Martex BATH TOWELS

For the new home . . . the nicest thing about big, fluffy Martex towels is that they are, without question the longest wearing bath towels made. The Jade and Gold towels above are Westminster, the White towel is Princess. Sold by leading linen and department stores who will monogram them for you. Wellington Sears Co., 65 Worth Street, New York City.

Monogram by Morse, Inc.

HOLLYWOOD INTRODUCES
A NEW FASHION

Pan Cake Make-Up



New! Different!..Pan-Cake Make-Up imparts to your skin the soft, velvety look of youthful loveliness. It conceals every tiny complexion fault. It stays on so perfectly that re-powdering is unnecessary. Actually, it's the secret of a "glamour complexion." Created first for Technicolor pictures, "Pan-Cake" is today's new fashion in make-up.

Max Factor

H O L L Y W O O D

MERLE OBERON in Samuel Goldwyn's "WUTHERING HEIGHTS"

SPRING WEDDING



Young as the May bride who will wear it, is this fragile white organdie dress with self-puffing on the little sleeves and wide corselet band. Under \$40; from Best



Statuesque, antique ivory Celanese satin, for the most important moment in your life. This dress has a classic V neck, a high Empire bosom. About \$80; at Altman

A wedding-dress with a hood is news, and the train ties on like an apron. Take it off, and you have a simple, white crêpe dinner-dress. Kalmour dress. It's about \$40. Best



THE HOUSE of GLOVES

Doeskin gloves at Smith's are always among the major attractions of a Bermuda visit . . . but this year the assortment is particularly distinguished.

Hand sewn and pique . . . 8-button length . . . slip-on models, both plain and fancy . . . some with a fringed ornament, others with chic stitching — many styles in many colours, including the new Incas tan.

These gloves, made in England and France exclusively for Smith's, are the aristocrats of glovedom . . . and you will find prices here considerably lower than those you are accustomed to paying at home.

1889 • FIFTY YEARS OF QUALITY • 1939

H. A. E. Smith Ltd
FIVE SHOPS IN
BERMUDA
(EST. 1889)

COATS • SPORTSWEAR • BRAEMAR SWEATERS • PERFUMES

British apparel of all sorts for men and women

SHUR-TITE

Favorite of the month



U.S. PATENTED

A foursome of pleats, caught up by the leather cord handles, sings "harmony" to your whirl-of-tomorrow skirt or your Easter ensemble. Lifting new colors in calf and black patent. Look for it in your favorite store. **\$5**

Goldsmith BROTHERS

NEW YORK

CHICAGO • LOS ANGELES • PARIS • LONDON

DISCOVERIES IN BEAUTY



"Eve" is the new perfume of Lili of Bermuda. A deep, searching fragrance with a hint of incense in the undertones. Very much the fragrance for important evenings. From Lord and Taylor



Lanvin's "Heavenly Twins" done up especially for Easter. The Eau de Cologne, and "Geranium d'Espagne" stand tall and slender in among the cheerful flowers and are freshly fragrant



Beautiful Easter nonsense by Charbert. The Bonnet Box, packed with flowers and scent, and the Flower Garden, gay and foolish and blooming with three flacons of perfume growing "all in a row"



Misty, gleaming Wedgwood-blue, laced in rose and white, colours the new Dorothy Gray cylindrical dusting-powder box. A shaker top is convenient, and the fragrance is vague and sweet



Punch
a
Criterion Original

*your belt
for April*

Give your new Spring costumes PUNCH . . . with this spirited Criterion Original. It's 2½-inch-wide Kape Krush is perforated all over with tiny pin points, tuned in mood and color to Spring's new bags and shoes. Available at foremost stores everywhere, 1.50 . . . (slightly higher in Canada).
SLOTE & KLEIN, INC. • NEW YORK
world's premier maker of quality belts for women

*Reg. U. S. Pat. Off. Copr. 1938. S. K. & K. Inc.




PACIFICA
\$5.00

RAFIELD
Hats of Character

This season more than ever you will see **RAFIELD**s riding high, wherever smart women travel, because for real pleasure no other hats offer so much all around comfort, individuality and chic as **RAFIELD**s. Fun loving hats in which you can relax. That's why the travel-wise insist on going hatted the **RAFIELD** way. (Rafields are identified by the gold emblem on the purple headband.)

RAFIELDs are packed in exclusive purple boxes.

RAFIELD REVELERS

Note the important points of interest in the gay **RAFIELD**s pictured. Unique modern "classics", typical of our new Exposition Series . . . now on view at 147 leading stores. See these new **RAFIELD**s, in 28 lovely colors — in fine felt — in men's headsizes to assure perfect fit.

RAINBOW ROW
\$7.50

FOR STORES FEATURING **RAFIELD**s NEAREST YOU, WRITE

RAFIELD ★ ★ ★ ★
134 WEST 32nd ST.
NEW YORK *Hats of Character*

THE EGG TRICK

By Elena Moore



Get ready for that important event as if you were Royalty. Call a Beauty Counselor and enjoy the kind of service that is one of the cherished privileges of the European aristocracy . . . the opportunity to be served in your own home.

No rushing out for a facial—no guess-work about make-up. While you relax in the quiet of your own boudoir, you have a Dinner Party Pick-Up . . . the sensational new treatment (not a mask) that leaves your skin as fresh and clear as a just-scrubbed child's.

You'll be entranced by Beauty Counselors' make-up . . . make-up that is not only matched to your natural coloring, but keyed to your evening dress . . . truly more flattering than any you have ever worn.

There is no charge for the service. It is brought you by a trained and tactful woman whom you will find it a joy to meet. If you do not know the Beauty Counselor in your community, we will be glad to send you her name so that you may feel and look like a Princess for your next party. Just drop a card to Beauty Counselors, Inc., Detroit, Michigan; Windsor, Ontario.

beauty counselors

If the proverbial Easter egg, even in the new shades of fuchsia and char- treuse, seems a bore to you—you can do something really radical about it this year.

Very ingeniously, this Easter, the custom-honoured rabbit is pulling a whole group of new egg tricks out of the hat. Eggs for breakfast and for brunch have come into fashion—new and old recipes have been revived. For Easter, very specially, the egg is on—in plain and fancy costume—, but all with richness in either imagination or tradition.

From New Orleans, Mobile, and Boston, from Russia, Spain, and Guatemala, come egg dishes that either have their own meaning in the Easter celebration or that, on the present-day menu, have an especially festive savour. Here are some of them:

SOUTHERN—In New Orleans and Mobile—after the quiet of Lent, Easter is a fête-day, not only in fashions, but in food. Breakfast after church is exquisitely served on the old silver that carries the lustre and elegance of the more ceremonial days. Eggs on oyster shells, baked in rock salt, with lemon, butter, and chives sauce are simple to do, but have great dash and style. Eggs with a thick, succulent shrimp sauce (in casserole) are marvellous served with the hot Easter currant bun (influence of Creole cook- ery).

Mobile, almost as full of splen- did tradition as New Orleans, dishes up *Eggs Jeune Reine*. They are individ- ual eggs with the whites beaten as stiff as angel food—with the yolk in the centre, like a yellow daisy centre—which are popped in a hot oven, baked either soft or hard, whichever you prefer, and served with a mushroom sauce.

CONTINENTAL—Perhaps no country has made the Easter egg as famous as Russia. Any orthodox Rus- sian will tell you that the Easter egg originated there—that the custom of eating a bright red hard-boiled egg, served on a plate with a small round of cream-cheese, and a little bun resemb- ling our hot cross bun, has special sig- nificance and meaning. This rich scarlet egg is the first food eaten after the church ceremony.

Skiping *Eggs and Caviar*, which come from that country and are not quite spring song enough for our tastes, there are—if you want to be a dash courageous—*Eggs Karloff*, to be served as a breakfast dessert (let the sausages or Virginia ham or what have you, come first). These are made with sugar and burned cordial, and end up (lighted, if you wish) like a sweet, delicate chafing-dish custard.

SIMPLE—*Eggs Florentine* and *Eggs Benedict* are fine for Easter— recurrent on menus in restaurants and not nearly frequent enough on our tables. They are so good, if freshly made and served like a quick breeze. Florentine, with spinach and a nice brown, tangy bechamel sauce; Bene- dict, a dropped egg on a toasted English

muffin, and broiled ham, all luxuriously smothered in a golden Hollandaise.

In Germany and England, little plovers' eggs, blue and spotted in a little wicker basket, are a delicacy. We can't get those here, but we can serve small hen's eggs, pastel in colour, in a neat little peasant basket. Also, one delicacy of the good old English coun- try house is an excellent substitute. This is: *soft-boiled eggs* in calf's foot jelly, flavoured with bay-leaf. They look like the triumph of a fancy chef, but are as easy as possible to achieve.

We should not—speaking of sim- ple recipes—forget the *omelet* and the *simple baked egg*, which ought to ap- pear at least once a year on the table perfectly, expertly, beautifully made. After all, it is the omelet or the scram- bled egg over which chefs have their most violent controversies, and seldom do any of us learn to make the kind of omelet that sends tourists on a pil- grimage to the cooks of Flanders.

UNUSUAL—Stolen, no doubt, from our idea of Chinese cooking, which has been translated into so many unrecognizable variations—is *egg in fried noodles*. The egg is fried and nested—yellow and very white—on a crisp golden-brown lattice and looks so appetizing that it is a fine way to start a meal, especially an Easter breakfast, where the men may want a good hearty course to follow.

There is a dish given in Guate- mala, where, on Easter, the Indians scatter rose petals through the cathe- drals. This is also an egg dish—a divine egg dish—made with hard-boiled eggs cut elliptically and covered with a brown almond sauce flavoured with sherry.

Over three hundred French egg dishes have come to this country, but none more simple or better than the *French fried egg*—an egg not so fre- quently served—cooked in deep fat or olive-oil, crisp and brown around the edges. It is as practical as the plain fried, but a whole lot merrier. If served with Irish bacon, it is an unbelievable international success.

YANKEE—After all—a lot of us sniff suspiciously at foreign fancy tricks in food and prefer to settle on famous Boston or some other stalwart American city from which comes a sympathetic mixture of flavours and decorations. With true Yankee thriftiness—*scram- bled eggs* can be made to reach farther if the whites and the yolks are beaten separately—stiff as straw—, folded gently together (put in the top of a well-buttered double-boiler)—to which is added cream, but *no* seasoning (salt will make eggs heavy). Stir easily and serve. Put on squares of toast or English muffins—then season.

CONCLUSION—A wonderful egg *soufflé* that puts its emphasis on height and delicacy and colour is a royal Easter breakfast dish. Soufflés need timing—and, on Easter, you know what time you get home from church—just how long it takes to take off the bonnet and march to the table, for a very special and gallant meal.

FOR THE WEDDING ALBUM

(Continued from page 75) What a year to be married in the country! Can't you see whole fields of fresh white daisies and marguerites officiating informally at the all-white cotton wedding...and the bride radiant in a wreath of daisies and streamers, instead of veil and train? Can't you see the flower girl a faithful replica of the bride herself, in a diminutive version of the christening-robe type of gown? And can't you picture the bridesmaids in that Alix hooded cape of organdie (on page 58)?

Or, if you've decided to be a white organdie bride, you'll like to know that Lord and Taylor have embroidered tiny hearts, wedding-rings, and doves on their own organdies. For the maids, white over colour. For instance, your maid of honour in white Swiss organdie over bright orange, with an orange cummerbund, and carrying African daisies. The bridesmaids, perhaps, in white over chartreuse, carrying chartreuse snapdragons.

Variation on white: Chanel's white cotton net gipsy dress with two little green taffeta ruffles, and a lace blouse, is a fine, this-spring's theme for a wedding. Bergdorf Goodman imported it.

If you're distinctly not the bouffant type, the smartest choice is probably the Empire silhouette in white crêpe. (You'll find this at Bonwit Teller.) They also design a pleated net head-dress with a coronet of flowers.

If you *are* going to be a bouffant bride, there is a dress done at Jay-

Thorpe with sixty (60) yards of white marquisette. With it, a short tulle veil in two tiers, caught at the nape of the neck like a peruke.

For this bouffant white bride, *mixed* white flowers are newer than a concentration of one variety. Constance Spry is grouping lilies-of-the-valley, gardenias, the tiny, waxy stephanotis, white roses...and even white tulips (if you plan your wedding in tulip time).

Piquant sauce for an old-fashioned wedding: high-heeled white satin boots with mother-of-pearl buttons, by no means as demure as they may sound. Or a tiny horsehair hat (which Lord and Taylor will make for you) in the shape of a heart, pierced by a spray of flowers instead of a dart. Or one of the new lace fans...fans covered in fabric to match the dresses...or that wonderful Mainbocher fan fashioned of three taffeta flowers (which you could copy in fresh flowers with great success).

If there are lace brides in your family tradition, there are lace tunics and peplums over pleated chiffon skirts. Also, clever lace aprons and lace coifs.

The newest bride's bouquets are smaller and concentrated, with a light shower. Max Schling is using azalea, combined with orange-blossoms and white single violas, or azalea with the soft butterfly orchids and lilies-of-the-valley. And, of course, you must carry bouquets very little above the waistline...so that this year's charming bodices can be seen.

BLOUSE
OF THE
MONTH

\$3.50

AT LEADING
RETAILERS

MARKAY WAIST HOUSE

525 Seventh Avenue

New York

by Debuin



"Dream Child"

is the April Blouse of the Month. Of pure dye, pure silk crepe, with perky bow tie matching the pocket hanky of contrasting coin-dotted silk. It's pretty as a picture in all its lovely spring shades.

Flexible AS AN INDIAN MOCCASIN

It Flexes!

It Twists!

It Bends!

SPORTISTER

HAND LASTED
AT THE BENCH

SADDLE-MOC

● Sportster Saddle-Moc is a born mate of action loving feet. Run, jump, or do a Highland Fling, it flexes like a spring board. Similar to a moccasin in construction, it is completely unlined, encasing your foot in soft, upper leather. Double thick GumSar soles light enough to float. Seven popular color combinations.

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Burlington, Vt.	B. J. Boynton	Omaha, Neb.	Thos. Kilpatrick & Co.
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Marshfield, Ore.	The Hub, Inc.	Tucson, Ariz.	Albert Steinfeld & Co.
Miami, Fla.	Burdine's	Waterbury, Conn.	Muster-Liebeskind
Milwaukee, Wis.	Boston Store	Willimantic, Conn.	Union Shoe
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WORTH
PARIS

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I Will Return

The Perfume of Promise



also available in EAU DE COLOGNE...
FACE AND DUSTING POWDER. TALCUM, SACHET
AND SOAP...AS IN THE well known DANS LA NUIT

YOUNG LESSONS

YOU'RE young, and you're budget-minded. Perhaps you are still in school, perhaps you spend your time working, playing, or living in young-married bliss. But you've learned long ago that a few exciting, but well-chosen accessories can make your basic outfits go twice as far.

You love jewellery, but you don't like it to be too expensive. You adore lovely shoes and bags, but not when they cost a fortune.

We've gathered for you here a whole collection of gay, young accessory-teams, all inexpensive. Mark them well: they might be your first, and wisest, spring enchantment.



Chartreuse, the colour of budding maples, for a square envelope of satin. This evening bag might well be the high-light of your costume. About \$5. Macy's.... With it, you wear a fragile, Naiad necklace of tiny pink glass starfish; in your hair, a bow of gauzy pink malines. This is about \$1, and the necklace \$8, at Bonwit Teller.... This pink-and-green effect makes you Persophone, 1939, but the tariff makes you happily budget-free

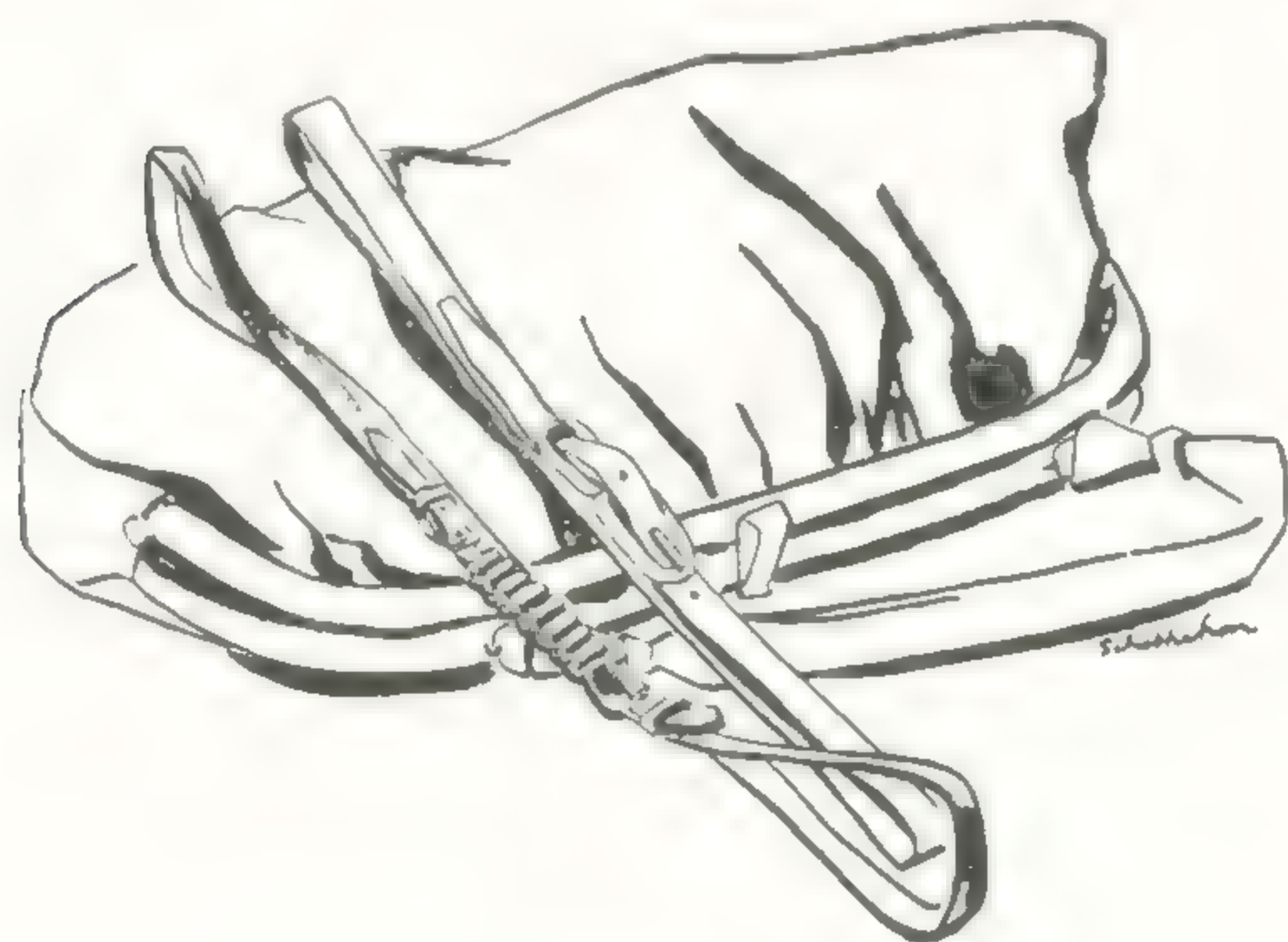


A cocktail-and-dinner bag that is not too bulky to lay on the table, yet is large enough to hoard all your paint and paraphernalia. It's finely pleated black crêpe, with a shell frame, a Talon fastener. Around \$5. Here's a necklace of crystal posies for your throat, for around \$4. Both from Saks-Fifth Avenue, New York; Chicago.... And a giant white carnation, to pin on your dinner-suit, which Lord and Taylor will part with for just about \$1

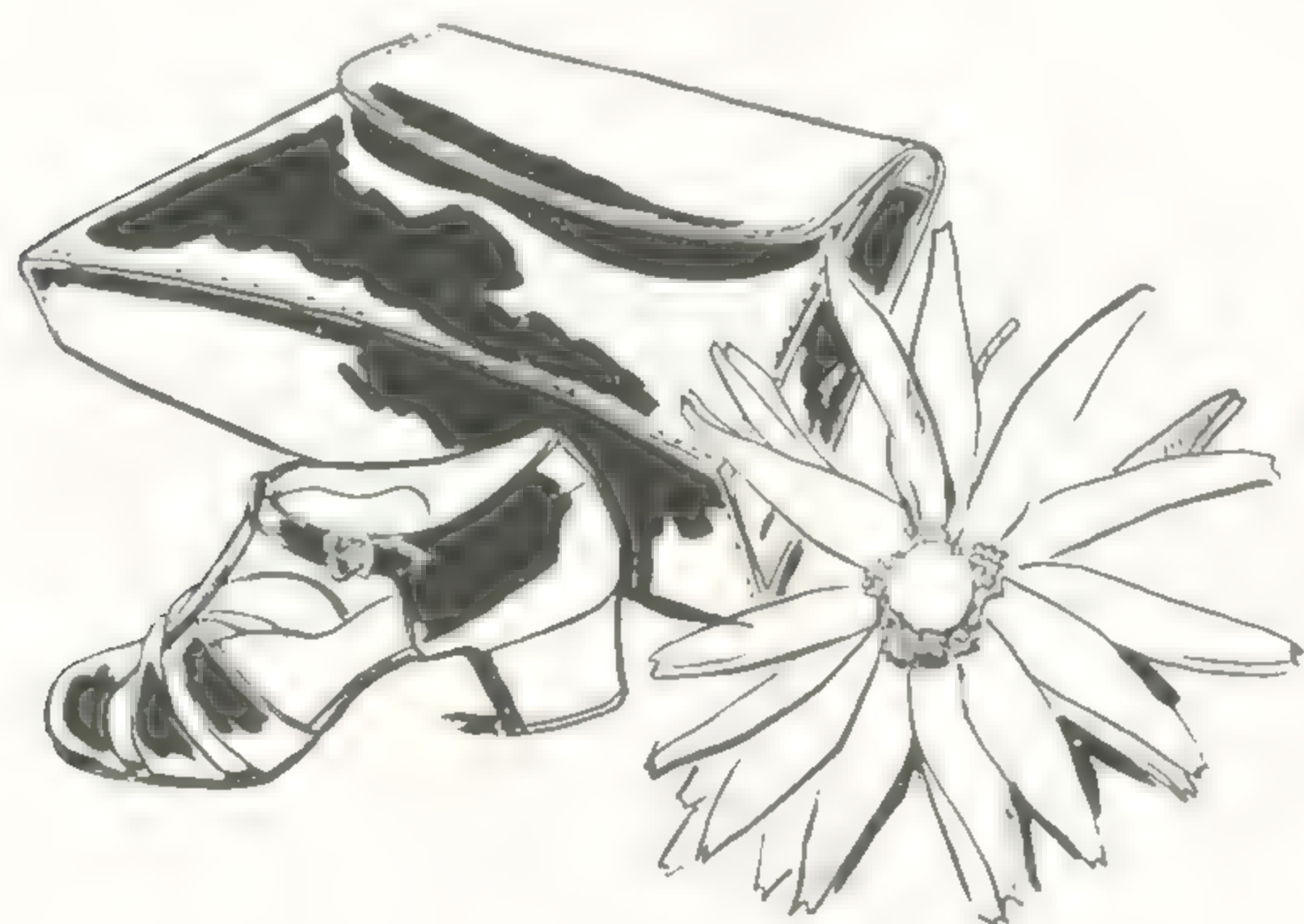
IN ARITHMETIC



High and low, low and high. For your dinners-at-home, wear this slipper of bright ciel-blue satin, high-heeled and cut high over your instep. About \$6. Or you might choose a flat little slipper of wine-coloured satin, which is about \$3.50. Both these Daniel Green slippers are from Bonwit Teller.... Throw a little black lace mantilla over your head or your shoulders, for a very beguiling and Spanish effect. It costs a mere pittance: \$3 at Altman



You'll buy this bag for shopping in town and wear it everywhere else, it's so obliging. First, it's wine-coloured calf, which teams happily with black, brown, or navy-blue; and second, it's big and roomy. About \$5, at Saks-Fifth Avenue, New York, Chicago.... For your sweater-and-skirts, and little black dresses, get a cinch-belt of wine calf, like the Schaffer belt (right), Lord and Taylor; or the Criterion (left), Franklin Simon. Both, about \$1



Here's a gay young accessory-team: black patent leather sandals, blessedly low-heeled, and a squarish bag to match. Also of black patent leather, it's lined in lipstick-red, and the tariff is only about \$5 at Abercrombie and Fitch. The T-strap sandals you can find for about \$7; at Lord and Taylor. Wear them with your young navy-blue and white dresses, polka-dots, and prints.... A spanking big non-tell daisy of white piqué is about \$1 at Altman

PEACOCK SAYS...

"STEP DAIN'TILY

in Lace"



VANITY



SYBIL



SCARAB

Lace, the darling of Paris, has been fashioned by Peacock into the airiest, most comfortable shoes you have ever worn.

Through the wide open spaces of the carefully studied patterns of strong but dainty mesh, the sunlight penetrates freely

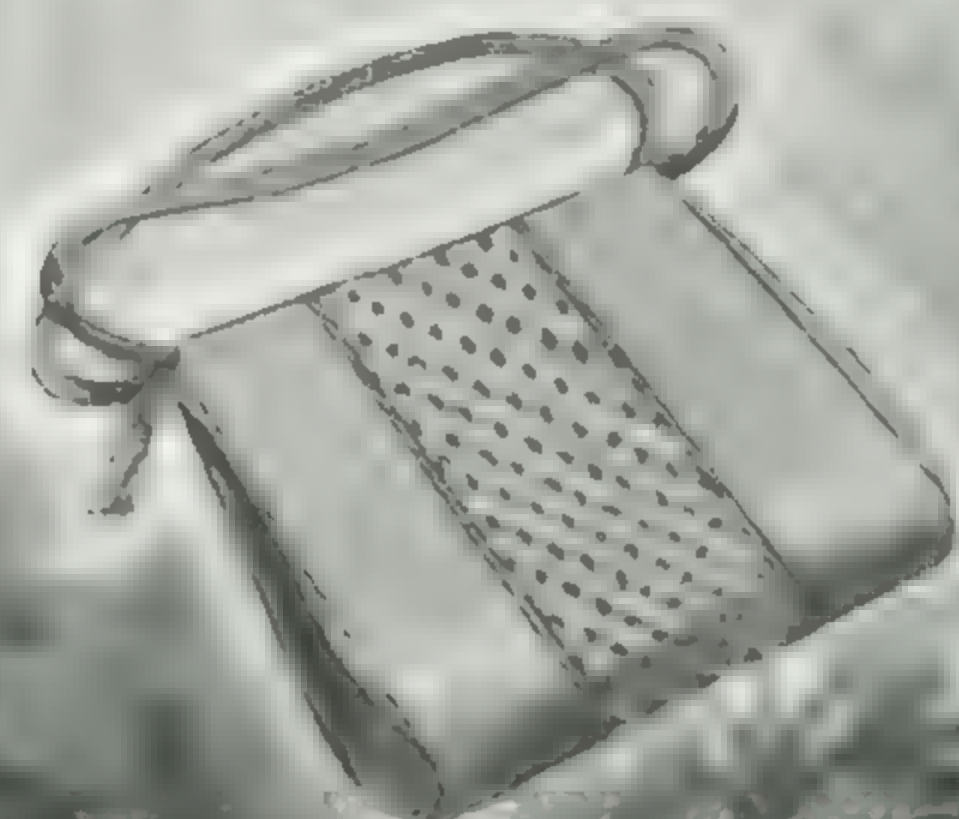
...imparting new grace and spring to your footsteps and caressing comfort to your feet.

LUSTRE LACE, discreetly lacquered—and ever so easy to keep fresh and clean—makes the chic models, "Sybil" and "Scarab."

LASTEX LACE, richly patterned, gives unique distinction to "Vanity", which fits the foot with the decorative comfort of a smart lace glove.

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Peacock Bags For These Smart Shoes



PEACOCK SHOES

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Both Enjoy Figure Poise with Katherine-K Foundations

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Down from the airlines to a happy landing! A thousand mile journey made more enjoyable because figure poise has contributed to the comfort of the women travelers.

Katherine-K Foundations actually do give figure poise.



Katherine-K Girdle No. 166
A future insurance of good
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They are designed to fit each individual figure-personality by the Katherine-K type system and each is scientifically fitted to mold the body to natural, healthful lines.

If you have experienced "corset trouble" of any kind, investigate the Kellogg System. Whether your figure is the more mature type, or slender and girlish, the Katherine-K Foundation for you, in true position, will remain in place and afford style and comfort whether you be traveling, shopping or in other activities.



Model No. 92
Illustrating the graceful
control of the larger figure.

The nearest Katherine-K Shop or Corsetiere will gladly show you by figure analysis how to improve your figure poise, to control the figure where control is necessary, or to retain and preserve natural figure beauty.

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Katherine-K
foundations
Styled by **KELLOGG**

If you do not find a
Katherine-K Corsetiere
listed in your phone
book, write direct and
we will send you a
Katherine-K Chart for a
free figure analysis by
Kellogg experts.



Information regarding Katherine-K franchise
for dealers sent upon request.

THE LACE VILLAGE

(Continued from page 70) "Well, yes, and some other people..."

"Oh, you mean Monsieur Rockefeller's concubines?"

"No! No!"

The first New Yorker retired to mop his forehead. The second New Yorker took up the explanations in high-school French.

"You see, there are people who work...who work in that building," he floundered.

"Oh, yes," the Tonkinese nodded understandingly, "like I have a factory here in my house. And what do they make there in that so big factory?"

The second New Yorker looked at me, and I looked at the Englishman. Well, after all, what *do* lawyers, and brokers, and stenographers make?

I asked the Tonkinese if we could see the rest of his factory. He smiled and took us out into another courtyard. Here a slattern-haired girl was walking back and forth between two high poles, about thirty yards apart, and carrying a big wooden bobbin. She was unrolling white thread from it and chanting as she walked. A man at one pole stood looking with opaque eyes at the strands of thread that sagged over to the other pole, and he flicked at them with his hands. His flicking untangled the threads near him, only to send an undulation of tangles to the other end, where a meagre man in a loin-cloth returned the undulations to his strange partner. It looked like a penance, but the Englishman said it was the thread for lace.

FABRICATION AT LAST

Ah, here is *fabrication* of the lace, we accused the Village Elder.

"Yes, just so," he said equably. "Benignant fate has found the house for you, hasn't it?"

And to show that he didn't grudge fate, he pointed to dark rooms beyond. Each was a cubby-hole big enough to hold a table and eight or ten stools. The table was really an oblong wooden frame, with a dingy cloth stretched through it. Around each of these frames were boys, their fathers, and grandfathers, each with a needle and each stitching minutely on the piece of cloth in front of him. Two of the old men at the nearest table wore spectacles. The rest bent over their work until their eyes were only three inches from the cloth. The grandfathers' backs were bent like button-hooks; but it was easier for the little boys because they didn't have to bend so far.

They were all punching holes in the linen and embroidering them. The eldest told us it would be an Italian cut-work table-cloth when it was finished with lace point de Venise inserts. It was a grey rag now and looked nothing like the lovely cloth it would become on a polished dining-room table some day.

The master of the house said it took the men in the family two months to make a four-yard cloth like this one, and they receive ten or twelve piastres for their work (about \$3.75). If they make napkins to match, it takes a little longer, about a week, and they get another dollar for those. The women come in and work one of the needles now and then, so they can hear the gossip; but, usually, they stay in one of the other rooms and make lace. Their hands are quicker at tossing the little lace bobbins about.

LITTLE LIGHT, MORE SMOKE

The only light the room had at night was from a big candle, bigger than a man's wrist, set in a jam tin. I asked about the months when it rains every day, and the lace-maker showed me the sheafs of pandanus leaves, which are dropped down over the opening at both ends of the room.

"How does the smoke from this hearth get out?" I asked.

"Oh, it waits," the man said. "It waits until the rain stops...to-morrow, or the day after, or next week. And, while it is here, it keeps the mosquitoes from biting."

"And for the children's eyes?" I asked, pointing to the boy working nearest me, whose eyelids were redder than his lips and puffed like small balloons. "What medicine do you use?"

"Oh, Madame, the *bad spirits* did that," the lace-maker explained, looking off into space. "What is the use of spending money for medicine? A little thing like medicine is not as strong as the *bad spirits* if they make up their mind to plague a family!"

I asked if I could buy some lace. The man went to a cabinet and took out handfuls of the sheer, foamy stuff. To tell the pattern, he had to hold it up within four inches of his eyes. While he was measuring it off, he told me he had been making this sort of lace since he was five years old. He looked up at me a couple of times as though he wanted to ask something. Finally he said: "Tell me, please, the women in New York—where do they put this lace?"

It was no use saying underwear: the Tonkinese never wear it. Petticoats? *Négligés*? He probably had never heard of them. Panties...ah, that was a word he would know. I told him.

He looked down at his brown pantaloons incredulously. For a minute he rubbed the coarse cotton between his fingers, staring at it. Then his face puckered, and he seemed to be laughing, only it was soundless; and he went on and on, shaking the way a bereft person does when he weeps. We looked, too, at his brown-sacking pantaloons: at the filmy lace he held in his calloused hands; and we shook, too, and tried to pretend, when we got out in the light, that it was laughing so hard that made our eyes damp.





*Emeraude Perfume \$9.75
Other sizes \$5, \$3.50, \$2, \$1.*

ENCORES IN EMERAUDE

Now Coty has carried this glowing "jewel" fragrance through an entire series of aids to charm. They are matched not only in fragrance, but in their decor of Persian richness. Start your Emeraude collection now!

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*Talc . . . of silky smoothness,
50¢. And in a glass jar \$1.10*

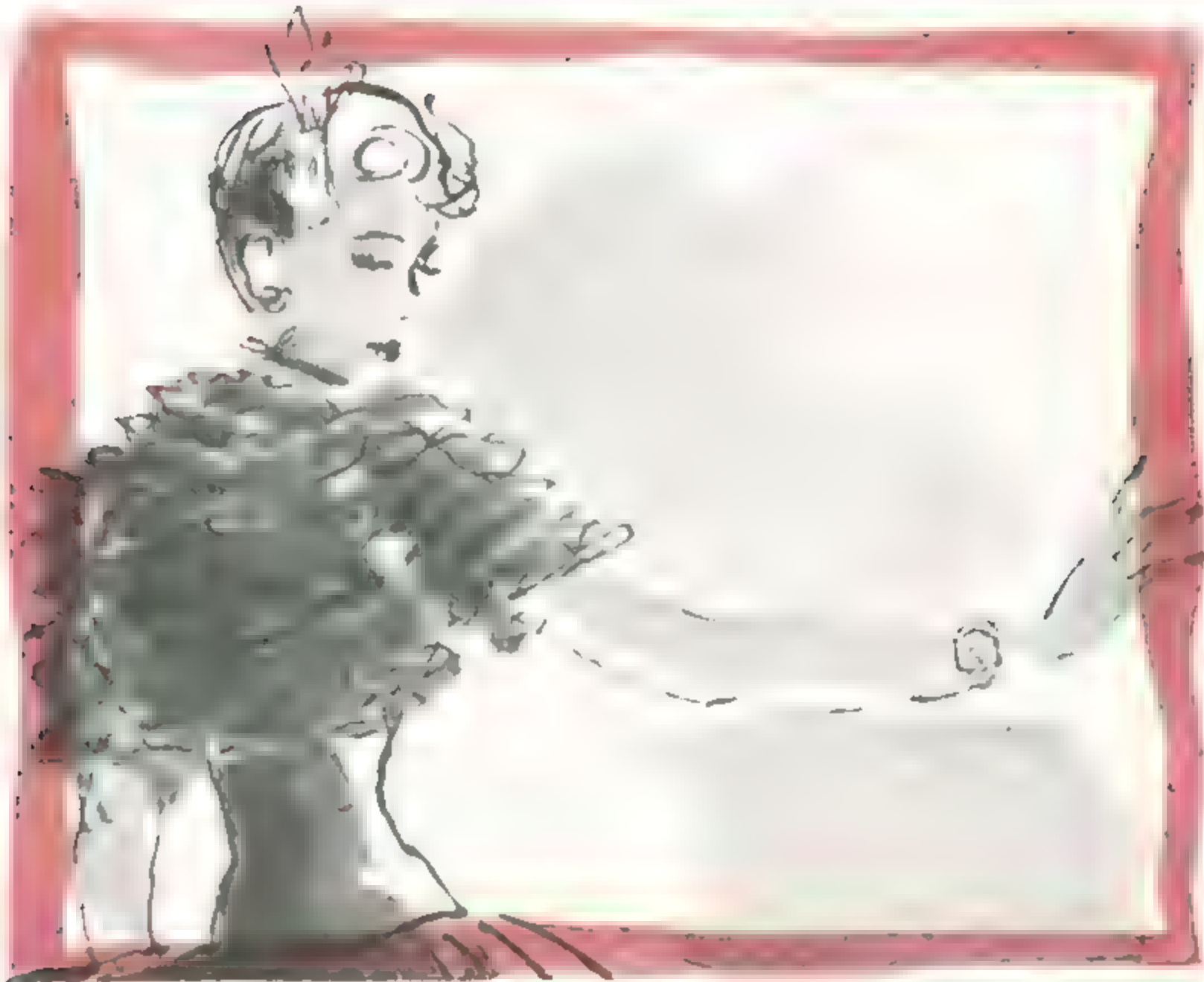
*Bath Salts...water-softening,
fine and fragrant crystals, \$1.*

*"Air-Spun" Face Powder...it
is buffed smooth by air, \$1.00*

*Sachet . . . to scent lingerie,
gloves with Emeraude, \$1.00*

*Toilet Water...lastingly per-
fumed, \$1, \$1.75 and \$2.95*

*Dusting Powder...\$1, \$1.85.
Also Emeraude Soap 35¢, 50¢.*



Lanvin Evening froufrou in chartreuse net and taffeta by Lanvin. With it she recommends spicy nails in gay new Cutex ORCHID.

Four Famous Paris Dressmakers

SPONSOR

the NEW CUTEX
*Orchid...Cameo
Cedarwood*

FASHION is singing the blues again—light, bright, sky and navy—but with new notes of butter yellow, duck green and poppy red. And to harmonize with them, the great Paris dressmakers—Lanvin, Lelong, Alix and Schiaparelli—sponsor three lilting new nail shades . . . Cutex ORCHID, CAMEO, CEDARWOOD!

The new Cutex ORCHID is a rich violet-rose—cheery finger-tip tonic for early spring days and nights. The new Cutex CEDARWOOD is lighter—mauvy-rose with a bluish-lavender tint, summery and young. The new Cutex CAMEO is still lighter—a delicate mauvy-pink made to order for summer pastels.

Let your nails sing out this spring in the new Cutex ORCHID, CEDARWOOD, CAMEO, sponsored by four great Paris dressmakers! Ask to see *all* the smart new Cutex nail shades. Northam Warren, New York, Montreal, London, Paris.



Nails in the new Cutex CEDARWOOD



Lelong With Lelong's airy mauve-rose tulle, he suggests ethereal Cutex CAMEO nails.



Schiaparelli Schiaparelli's new silhouette in navy. For chic nails, she says wear mauvy Cutex CEDARWOOD.

Alix

For her feminine ensemble in gray, Alix suggests harmonizing nails in the soft new Cutex CEDARWOOD.

Try these other Exciting New Cutex Shades

OLD ROSE: Stunning with blues, pinks, purples, yellow, brown, black.

HEATHER: For violet, wine, all the new blues—for gray, green, yellow.

LAUREL: Softly harmonizes with rose, blue, gray, mauve, pastels.

CLOVER: For everything except orange tones—a bright accent with black.

THISTLE: Perfect with gray, beige, brown, navy, all shades of green.

TULIP: Lovely with green, fuchsia, yellow, blue, the new poppy reds.

ROBIN RED: Really goes with everything. A gay partner for spring prints.

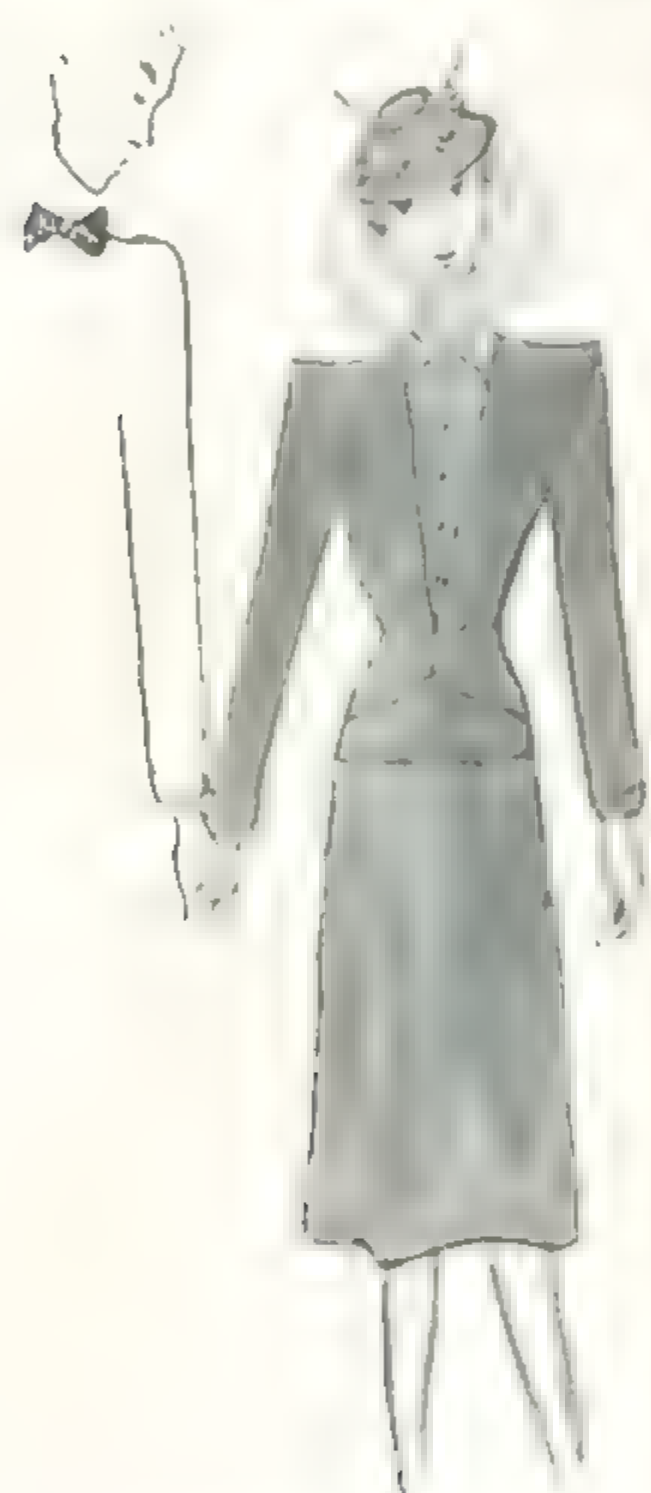
New Cutex Salon Type Polish WEARS! WEARS! WEARS!

A quarter-century of research for the most durable, longest wearing polish modern science can devise stands behind the new Cutex Salon Type Polish. Based on a new principle, it is heavier than the regular Cutex Crème Polish—gives days and days more perfect wear.

SHOP-HOUND'S PROPOSALS



(Continued from page 102) Here you see the silly practice of throwing old shoes after brides. A dear old tradition, no doubt, but rather wasteful when you think that the shoes might easily be put in perfect condition by B. Nelson, Inc. What we don't know about shoe-making is almost *rien*, because we've just been shown through their huge seething workrooms. Gone are our fairy-story illusions about little old rat-a-tatting cobblers whistling at their work. Now we know that efficiency is the thing, and Nelson is the epitome of that. Their prize *coup* is lengthening shoes. This is accomplished not by stretching, but by cutting away the front of the shoe, on the bottom, and inserting more leather in the insole. The whole workroom is a before-and-after lesson to make you stop and consider before *ever* throwing away any footwear. If the heels or sides of your shoes are too full, they'll fix that, too. Most of these alterations cost about \$2 or less, at 10 East Thirty-Ninth Street.



So you're going away! Do it with a splash and a dash of originality, and do it in something that you'll want to wear happily ever after. At Estelle-Mildred, 665 Fifth Avenue, you'll find *the* suit to come up to these expectations. It's of deep brown sheer wool, with a hyacinth-blue tucked chiffon blouse. The jacket is cut with wide, sharp shoulders which belie the tiny feminine waist. As a further boost to femininity, there is a trail of jewelled buttons down the front of the blouse. This will cost you (or your papa) almost \$200. With it, a brown felt cloche circled with hyacinths and a pale blue veil. About \$32.50 at Madame Pauline, 6 East Fifty-Third Street.

Hammacher-Schlemmer has so many gifts we won't go into the whole situation with you, but just remind you to see all the fireside talking-points on the balcony; a wealth of andirons, brass buckets, and other hearthy subjects. And the anniversary baskets are charming. Prices vary extensively, of course, with the kind of anniversary that you're celebrating. The wooden one is fine to live up to—with salad bowls, plates, and all that. They're attractively wrapped, and give you a chance to use lots of ingenuity in assembling them—or if you're lazy leave that to Hammacher-Schlemmer.

Irene Hayes blossoms out with ideas as often as with beautiful flowers, it seems. Her latest—the basket of silk-ribbon-covered wire. This is two-dimensional, light and pretty. Put one, festooned with bows and fresh flowers, over the arm of each bridesmaid. You can have one for about \$5 or more, complete with flowers. Also at Miss Hayes' shop, there's a vase or jar, whichever you want to call it, of white painted tin. Around the top, and set at a rakish angle, there is a lace-like ruff of the painted tin. Fill it with old-fashioned flower arrangements, or use it to keep your bouquet in, between wearings. This will cost you about \$4 empty, or about \$7.50 or more full of flowers.



And don't by any means forget the distinguished and delicate initialling that The Purple Box will do for you. Little luxuries like this make your carefully budgeted trousseau seem very important and luxurious. Of course, you can get beautiful hand-made lingerie here, too, as you no doubt know, at 554 Madison Avenue.

Glentex Scarfs



ROMANCE OF NEW YORK

It's modern to be old-fashioned this season. Reviving the quaint past, Glentex presents ROMANCE OF NEW YORK . . . on squares of hand-rolled pure dye silk crepe so large you can twist it into a cap, sash or scarf . . . and AN OLD FASHIONED GARDEN, a floral medley on hand-rolled silk chiffon or pure dye silk crepe squares. About \$2 at leading stores everywhere.

GLENSDER TEXTILE COMPANY
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An Old Fashioned Garden



TECHNIQUE

...breathing life into design...Technique...
producing thrilling third-dimensional, raised-
porcelain effects in exquisite enamel...
on this newest Volupté compact. Flowers in
fresh garden colors, so realistic they invite
plucking! Wafer-thin case, precious as a
jeweler's piece...gracefully rounded, in the
new fashion feeling, to "palm size."

VOLUPTÉ

COMPACTS AND CIGARETTE CASES • 347 Fifth Avenue • New York



CALIFORNIA PERSONALITIES



1



2



3

• California, Land of Sunshine and the International Golden Gate Exposition, is very gay this year. Pamela Murray, English camera-addict, snapped these California personalities:

1. Comtesse André de Limur, who was the former Ethel Mary Crocker, by the steps of "New Place," the beautiful home built by her father, the late Charles Crocker, in Burlingame, California

2. Miss Helen Marie de Limur, daughter of Comtesse de Limur, is a débutante of this year, and will be presented at the Court of St. James's. With her, Mr. Scott Martin, of Burlingame

3. At the Burlingame Country Club, left to right: Mrs. Paul I. Fagan, junior, the former Elizabeth Warren; Mrs. Damon Wack; and Mrs. John L. Bradley, née Gabrielle Wright, of Pasadena

CAMERA IN CALIFORNIA



1



2



3



4

1. On the terrace, Cypress Point Club, Del Monte Peninsula: Mr. Edward Hillman, husband of the former Lady Inverclyde, and Mrs. Charles Howard, junior, whose husband owns Seabiscuit

2. At River Ranch, Carmel Valley, left to right: Mrs. Paul Winslow; the Hon. Bruce Grimston; Miss Katherine Elkins, daughter of Mr. Felton Elkins and Mrs. Frances A. Elkins

3. At The Golden Gate Exposition, left to right: Mr. Leland W. Cutler, President of the Fair; Mrs. George Cameron, who is Chairman of the Women's Committee; and Comte André de Limur

4. Quartet at Carmel Valley, left to right: Mrs. Eric Tyrrell-Martin, wife of the noted polo player; Mr. David Adler, architect; his niece, Miss Katherine Elkins; the Hon. Bruce Grimston

Silken Loveliness
bathed in
"PRECIOUS" COSMETIC OILS*

These stockings are more glamorous because each silken strand has had a beauty bath in "PRECIOUS" Cosmetic Oils, then ever-so-faintly infused with just a breath of Tumbleweed by L'Orle. They're sheerer... yet stronger and longer wearing because Northmont's new Wraptwist Crepe is more snag-resistant. Loose filaments... the usual starting point of runs... are wrapt in... not twisted back. Choose Northmont Stockings in ravishing colors, blended to give you dramatic appeal... to fortify poise wherever you go! Ask for them at your favorite store, or write Northmont, Empire State Building, New York City.

\$1 per pair

DAYETTE

for Sheer Daytime Smartness

DRESSETTE

for Teatime Loveliness

DREAMETTE

for Glamour Set to Music

Northmont

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*REG. U. S. PAT. OFF.

THE ART OF MERAUD GUEVARA

By Patricia Ward



Girl with doves, by Meraud Guevara

ON April 10, there will be an exhibition—at the Valentine Gallery, in New York—of the paintings of Meraud Guevara.

The painter is a daughter of the late Mrs. Benjamin Guinness—who was, before the World War, an extremely well known figure in New York, but who later transferred her habitat to England. Madame Guevara was educated, first at the Slade School of Fine Arts, in London, where, under the famous Professor Tonks, she showed such promise in art that she later continued her studies in Paris—at the Académie Julien, as well as at the Grande Chaumière.

The coming show will be her first in America, though she has already been accorded exhibitions in Paris and London.

It was twelve years ago that, as Meraud Guinness—then twenty-two years old and one of the most popular young women in London—the artist, of her own accord, chose suddenly to walk out of her father's house, saying that she found the London social round a boring one and that painting, and the study of it, would thereafter be her principal interest, and that an independent existence in the artistic circles of Paris was the one which, in the future, she wanted most to lead.

Her friends, from then on, saw her but rarely, so absorbed was she, in Paris and in the South of France, by her continual study of the types she liked best to paint—the honest, "earthy" French bourgeoisie; real people,

with no frills or nonsense to them; their feet firmly planted on the "belle terre" of France, but their heads quite often (or so, through the medium of her brush, she makes us believe) somehow dwelling among the stars.

Marriage to a young Chilean—an artist of considerable talent—still further strengthened her interest in painting, while the birth of a daughter barely interrupted the continuous work which resulted, in 1937, in a show at the Galerie Renou et Colle, in Paris. Apart from that one important exhibition, and a minor show in London, she never, to use her own words, "bothered very much about either showing or selling." So that people rather forgot, perhaps, or, if they remembered, didn't pay much heed to the fact that, in some inaccessible corner or other of the French coast or out-of-the-way part of Paris, Meraud Guevara was painting pictures in a quiet frenzy of energy.

Many people knew that she was supposed to have talent, but few can have been prepared for canvases as strong as those which she has now sent to America. They are in no way "pretty" pictures. They might not even be considered very decorative, by some. In fact, those who dislike reality, who prefer to see life through rose-coloured glasses might find them uncomfortable, because of the almost stark sincerity of their feeling. There is, indeed, a sense of tragedy in some of her paintings.

Apart from their very obvious merits of draughtsmanship and brushwork, they (Continued on page 127)



Peasant woman and hound



"HANDS THAT DO THINGS" know the alluring beauty of Barbara Bates hand care

Jean Spadea's sculptured mannequins eye you with chic from elegant store windows everywhere. But, despite her busy life, the hands of their clever creator are decorative and lovely. You, too, need have only little time for equally beautiful fingers. Barbara Bates' Manicure Treatment is famed for its utter simplicity and for the perfection of her preparations. Use her new *Hand Beauty Cream* to give your skin a velvet texture . . . apply *Lustre-Base* to your nails (under, over or as polish) for a glistening protective surface. And above all, get a bottle of "*Dawn*"—the newest shade sponsored by Paris.

by request **A GIFT FOR MEN.** "Design a manicure accessory we can proudly give to men for little gift occasions throughout the year," women besieged Barbara Bates. Her answer is a stunning new sterling silver Pocket File. A gift of beauty . . . in sterling silver, \$1.50 . . . in rolled gold, \$2.50. In better stores, or write direct to Barbara Bates.

Barbara Bates

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565 FIFTH AVENUE, NEW YORK

WELL-INFORMED CIRCLES

(Continued from page 91) at will; or shout, "I'm not talking about Catalonia; I'm talking about the Basques," or "Who said anything about Bilbao? I'm talking about Barcelona," or "My dear fellow, look at the map. I'm not here to teach you elementary geography." Any of these replies, or all of them in one fine peroration, should suffice to clear your reputation. Treat all discussion as though you were being heckled in a tough ward at an election. Rely on the impromptu statistic; e.g., some one says, "All ships' engineers seem to be Scotsmen"; reply, "The latest Mercantile Marine figures give the percentage at 78.4 recurring." Attribute all facts of common knowledge to personal information; for instance, do not

say, "What a wet week it has been," but, "They tell me at Greenwich they have registered the highest rainfall for six weeks." Instead of "I see there have been a lot of jewel robberies lately," say, "The Chief Commissioner tells me that Scotland Yard is up against it." Always refer to big-business concerns by the name of their chief magnate. "Ashfield is making a new station," "Mond is putting up the price of pills," "Write to Astor about it."

By following these simple instructions and studying the methods of those who have already made good in the job, you can assure yourself a glamorous youth, prosperous middle age, the title of Grand Old Man, and finally some laudatory obituaries.

THE ART OF MERAUD GUEVARA

(Continued from page 126) are pictures which seem somehow to take on the quality of life and which tell, individually, such arresting stories that their power of evocation will not be denied.

PORTRAIT OF A WOMAN

Take a look, for instance, at her "*Femme au Comptoir*," an utterly dejected woman supporting a weary head. Before long she will be absorbing your interest and dominating the whole room. You will see her lips move, hear the low, dispirited voice muttering, wearily: "I have reached the end; I can live no more"—and your mind will conjure up, in a wave of sympathy, a picture of the hundred and one petty annoyances, the heart-breaking sorrows and cares that have broken momentarily only the woman's spirit.

Again, with your mind busy with a dozen different theories, you will turn to that little gem of a painting called "*Coin de l'Atelier*," and start to invent—delighted and enchanted by its enigmatic quality—a dozen different meanings of that singular painting, with its hat and stick hanging so enigmatically upon the wall.

Each of her pictures brings a

fresh realization of the fact that Merlaud Guevara is an artist of unusual strength—totally individual and refreshingly honest among the plethora of tricky paintings that distinguish the work of so many contemporary painters.

One can not help feeling that, while most of her portraits are studies of very definite types, they serve, collectively, as a pretty conclusive character study of the artist herself—that they are manifestations of a blending of emotions in a cumulative experience—and that they are symbolic of a thoroughly "grown-up" understanding and appreciation of the major problems of humanity. Certainly they are astonishing achievements for a young woman of thirty-four.

DISTANT IRISH ORIGINS

With the artist's slender wiriness; her look of a slightly pixilated Irish colleen (there is Irish blood on both sides of her family), one would somehow be less surprised to see her, dressed in a red petticoat, with a shawl around her head, driving a donkey down a Connemara lane, than turning out canvases of so dignified and moving an order as those which are so soon to be seen at the Valentine Gallery.

Try Vitalator's DELIGHTFUL WAY to BEAUTY and HEALTH



Massage needs no introduction as an aid to beauty and health. But perhaps you haven't met Gilbert's Vitalator. Allow us!

This amazing little electric vibrator nestles snugly on the back of your hand. A snap of the switch and your own finger-tips are gifted with the technique of effective massage. Gently, if you like, or vigorously with strong pressure of the hand.

Vitalator is always ready to help those extra pounds vanish . . . to relieve aches, pains and strains . . . to make your skin tingle . . . stimulate circulation.

You'll wonder how you ever lived without Vitalator once you feel its delicious sensation. It's grand for smoothing in skin creams, for rubbing out telltale wrinkles. In fact, you'll probably be telling us new uses for Vitalator. And remember this—there's only one Vitalator . . . made by The A. C. Gilbert Company, New Haven, Conn.

\$8.95 in chrome finish **\$9.95** with light-weight maroon plastic case

GILBERT Vitalator

now featured in the cosmetic departments of these stores:

Abercrombie & Fitch, B. Altman & Co., Lewis & Conger, Bloomingdale's, Hoffritz Cutlery in New York—The Fair, Chicago—May Co., Cleveland—M. O'Neil Co., Akron—Joseph Horne Co., Pittsburgh—J. N. Adam & Co., Buffalo and Niagara Falls—Abraham & Straus, Brooklyn—Bamberger, Newark—The Elder & Johnston Co., Dayton—Strawbridge & Clothier, Philadelphia—L. S. Ayres & Co., Indianapolis—Wm. Filene's Sons Co., Boston—Famous-Barr Co., St. Louis—The J. L. Hudson Co., Detroit—William Taylor & Son, Cleveland—or write direct to The A. C. Gilbert Co., New Haven, Conn.



Face and neck



Muscles, nerves



Skin and scalp



Body massage



Head and chest

HELLZAPPIN'

TRED-MODE Shoes

TRED-MODE Division of M. J. SAKS SHOE CORP.

when your feet hurt . . . muscles taut from heel to hip . . . take this tip: check up on the shoes you wear.

Get yourself fitted to a pair of TRED-MODES. You'll have new foot power!

TRED-MODE shoes have the same construction and comfort features as higher-priced footwear . . . in the newest favorite styles, yet cost only

\$5.00

Write for name of nearest dealer.

URNS WITH A GOURMET

WE have never been one to encourage anything with a fancied touch in food, but, recently, we discovered some little cakes that were so pretty we wanted to take them home and put them under glass, so we could just keep looking at them. Being practical, however, we ate them instead, and found them as good as they were pretty.

These sentimental little cakes are at Schrafft's, and they are so perfect for Easter that they will probably inspire you to give a party in their honour. They are miniature cup-cakes and, on top of each one, grows a flower so perfect that you might have picked it from the garden and put it there, only the cake flowers are made of icing. There are layer-cakes, too, with bouquets of the flowers that look like old-fashioned water-colours, but the little ones are our favourites. You order these cakes at any Schrafft's store in the metropolitan area, and they must be ordered twenty-four hours in advance.

Schrafft's is blooming with Easter, and one of their most amusing ideas is to put candies topped by Easter chickens or rabbits in picnic hampers that range in size from those that hold sandwiches, to those that will transport a respectable lunch. Fun for the kiddies and good for the picnic-supply shelf. Panorama eggs, those wonderful things of rock-crystal that you peep into and find a whole new world, are there in dazzling variety. And, for amusing bits, there are "chicks on sticks," chocolate marshmallow chickens on sticks.

Progressing along the Easter path, we have also planned an Easter breakfast for you. It isn't really our idea, but came from Stone House Farm, where the breakfast also comes from. Stone House Farm is the place that turns out those wonderful foods made with things from their own gardens and fields. The breakfast includes a bottle of yellow tomato-juice, mellow and golden; home-made sausage meat; fresh-ground buckwheat (people who have never liked buckwheat cakes before have succumbed to those made with this flour); home-made maple syrup for the cakes; and marmalade.

The Stone House people are justly proud of having produced a green ginger chutney. We have always felt pretty strongly about chutney—that it is only good when it is imported, and so

on—but this green ginger variety is delicious in its own right. Another Stone House Farm stunt is a box of "seasonal" jams and jellies, a dozen to a package—"May marmalade of pineapple and mint; September jam of sliced peaches; October jam of apples and spices. These are put up in amusing little jars and make a nice present—for yourself or any one else. You order any of these from Stone House Farm, Durham, New Hampshire.

Every one knows that the sun shines all the time in California, and it must have been shining with all its beneficence on the different varieties of preserved fruits that you find in the California Shop in New York. There are big cherries and stuffed peach mangoes, either of which is pretty sumptuous with vanilla ice-cream. There are spiced cherries and special Satsuma plums, quite different from any you have tasted before, and some crisp cucumber chips, the kind you keep on eating and eating. All these are made by Marker in California, put up only a few jars at a time from the most choice fruit available, and they are only to be found in New York at the California Shop.

Another star in this galaxy is the brandied dates, and, if you want to see a disappearing act, put some of these in front of a gentleman who thinks he isn't being watched. For those who watch calories, there are some delicious stuffed fruits prepared without sugar.

The California Shop in New York is at 677 Madison Avenue, and the things we have described can be ordered by post.

If you are offered a green olive and told it is a ripe olive—be neither disbelieving nor hesitant. Just take one and eat it—and like it. You *will* like it, that is, if you like ripe olives, because these have the most delectable and elusive flavour, in addition to the surprise they give you by being green. These are Sylmar olives, grown in the vast Sylmar olive groves in California and cured in a special way to achieve their fine flavour. Don't be disturbed if you notice what looks like slightly bruised spots; they result from the curing process and don't affect the taste. The Sylmar people make colossal black ripe olives, too; you find both at Park and Tilford's and other food shops.



SPRING SPICE

A dash of "fashion spice" seasons the new Foot Delight shoes. You'll love the way they cleverly blend the daring with the demure. Equally thrilling will be your discovery of the magic Foot Delight cushion, glorious secret of lively feet that never tire. Bancroft Walker Company, Waltham, Mass.

Foot Delight SHOES

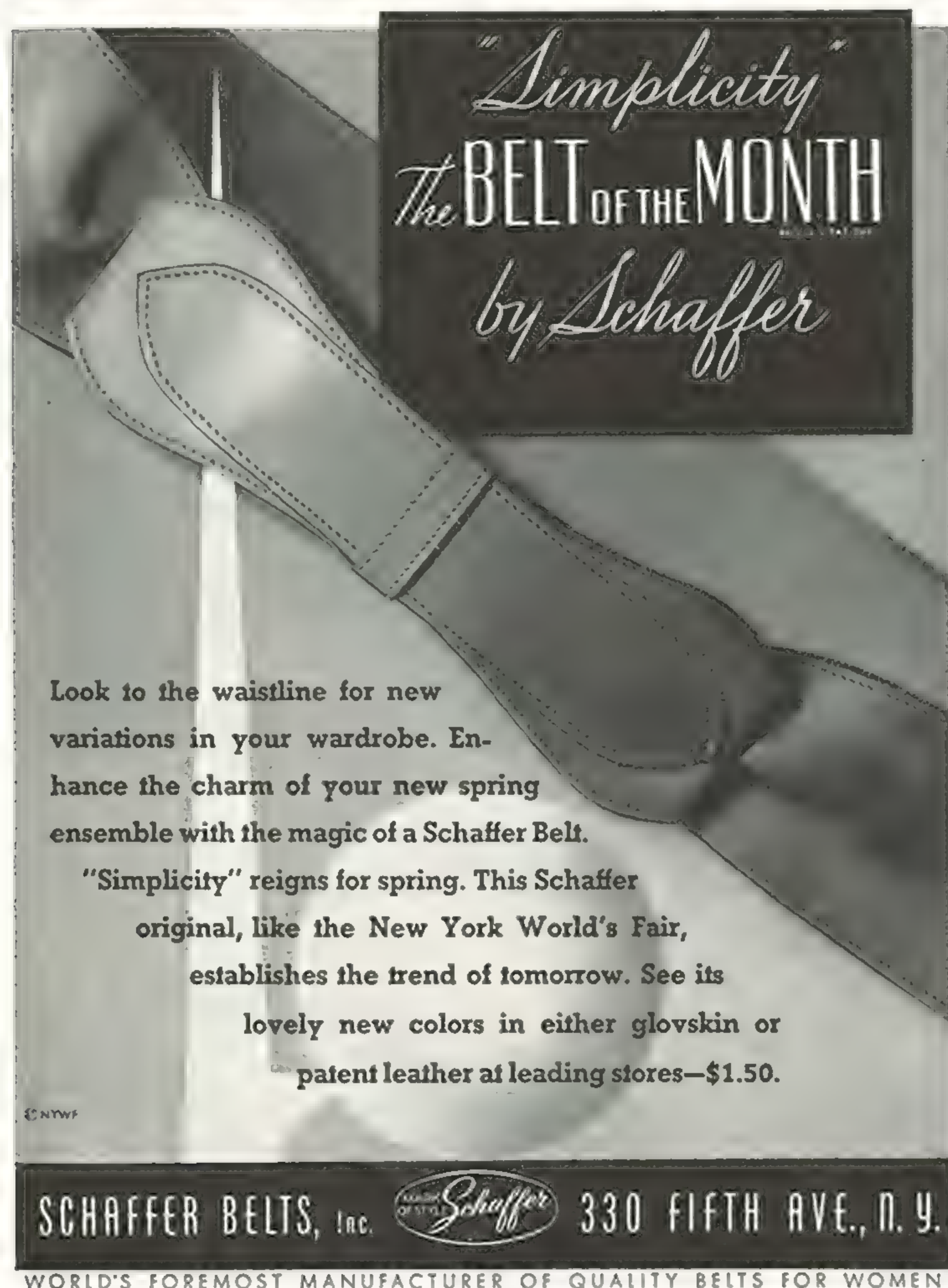


A'lure
ALPHABET* BRA
with "Sta-Up-Band"

You'll forget it when you wear it, because it's so very comfortable, won't wrinkle at the ribline, won't creep out of place—but will always support and mold to the figure of fashion! That's because it's s-t-r-e-t-c-h-a-b-l-e and has the patented "Sta-Up-Band"! Ask to see the correct type for your figure, A, B or C. \$3.50 at the better shops. Other A'lure bras, \$1.50 to \$5. Designed and made by the creators of Le Gant. Write for free booklet.

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"Simplicity"
The BELT OF THE MONTH
by Schaffer

Look to the waistline for new variations in your wardrobe. Enhance the charm of your new spring ensemble with the magic of a Schaffer Belt.

"Simplicity" reigns for spring. This Schaffer original, like the New York World's Fair, establishes the trend of tomorrow. See its lovely new colors in either glovskin or patent leather at leading stores—\$1.50.

SCHAFER BELTS, Inc.  330 FIFTH AVE., N. Y.
WORLD'S FOREMOST MANUFACTURER OF QUALITY BELTS FOR WOMEN

SKIING IN THE SPRING

By Toni Frissell

THIS year at Sun Valley, the skiing is taken much more seriously. Everybody, from beginner to brilliant skier, goes to classes. There is more talk flavoured with phrases like "shoulder swinging" and "the forward knee." Battles rage over the stem turn. Do you stem the upper ski, or only the lower one? Do you come up in the middle of the turn, or don't you?

Look up Dollar, Ruud, or Proctor Mountains, and you will see Friedl Pfeiffer (one of the greatest racing coaches in this country) training his girls' team material for the future Olympic games. There are new girls, and there are Betty Woolsey, Marian McKean, Hannah Locke, Harriet Jackson, and Dorothy Reynolds, who have raced all over Europe. They are training here to race over the Northwest.

There is hardly a knickerbocker to be seen. Everybody is wearing the new stream-lined pants, though few are really well cut. There are fewer bright colours; dark blue, like the pros' pants, looks best.

Everybody goggles as Marian McKean (that miracle on skis) swoops down the mountain with a white plume of snow behind her. Aside from her skiing, her superbly cut grey *Springerhosen* and her navy-blue balloon-silk jumper and white stock are the envy of the place. We were all trying to trade clothes with her, without much success.

Going up on the ski lift, Kathleen Harriman, who is also training with the girls, smokes a cigarette in a long Zeus holder.

Babs Burden looks delightfully feminine in her dove-grey skirt and jacket. On snowy days, she puts a huge red flowered handkerchief under her visor...and it floats out behind, à la Lawrence of Arabia.

Off the beaten track, in the deepest and most difficult snow, you can always find Nelson Rockefeller and Otto Lang, whom he brought out as his own private instructor.

Noon will see Douglas Burden having a private lesson from Hans Hauser. And there is always a terrific scramble to get a private lesson from Friedl, who is training for the races.

Proctor and Dollar on a sunny day are still fine places to eat lunch and have a sun-bath. This year, ten cents buys you a selection of tunes on the new phonographs, and thirty-five cents, a fine green salad.

There are many more children to be seen. And what a place for them! Instead of snow-men, they can go in for dinosaurs. The youngest on skis is three years old. All of them tumble about in a class at the foot of Dollar, and their greatest excitement is to ride the chair lift and be skied down on the shoulders of Hans Hauser or one of the other instructors.

At tea-time, everybody goes to the Ram, or hot pool, to stretch aching muscles, or to the drug store for hot Ovaltine. There is usually bridge at the Harriman cottage, that charming little house with its huge window overlooking Baldy Mountain. Its magenta walls and striped magenta-and-silver curtains contrast beautifully with the snow outside.

Dinner is all over the place, from the Austrian Ram (with Viennese music, panelled walls, lots of noise, and hot red wine) to the swank Lodge. At the Christiania Club, you can dance, eat, and gamble, and then go on to see the night-life of Ketchum, where the West is still the West and you shoot crap and play roulette with the local cowboys.

On moonlight nights, Kathleen Harriman, Buffie Harkness, or the Sheffield Coules will give a party on the top of Dollar or Proctor. It is lovely to look out, as you ride the chair lift, at the icy blue mountains that are almost as bright as day. Skiing down is another matter, because everything becomes deceptively flat by moonlight.

During the Jeffers' Cup Ski Meet, the sensation of the place was the family of five cowboy brothers from Wyoming, who had their skis nailed onto their boots, and used a huge pole as brake. They took the mountains straight, though not in the approved European technique.

There is a new hut in the Hyndman Range, 9,000 feet above sea-level. You climb for three hours, and stay overnight in sleeping-bags. And there are wonderful, long, untouched powder runs with the jagged Hyndman Range as a back-drop. Well into May, this place is a spring skiing paradise.

No one reads anything in the papers except the weather reports. The most important thing in life is to have your teacher say, "Very g...o...o...d" ...and to be able to impress the beginners' classes at the foot of the mountain with your beautiful "hotel stop."

HAVE A SKIN

As Young as You Are!



Guard against the flaws of

ACID SKIN

WITH THESE
BEAUTY-GIVING MILK OF MAGNESIA CREAMS

Here's a new effective way to help keep your skin young looking and lovely! By acting on the excess fatty acid accumulations on the skin, these unique Milk of Magnesia creams do externally what Milk of Magnesia does internally for an excess acid condition of the stomach, and in this way help to overcome the premature age signs of an "Acid Skin."

DON'T let an "Acid Skin" make you look older than you are and rob you of the fresh tone, the smooth firm texture your skin ought to have! Don't let blemishes result — enlarged pores, oily shine, blackheads, scaly roughness.

Fight them all with the beauty-giving, beneficial action of these Milk of Magnesia creams!

PHILLIPS' Milk of Magnesia TEXTURE CREAM. This remarkable new-type cream brings to your skin all the acid-neutralizing benefits of Milk of Magnesia in a form which holds this helpful ingredient on long enough to be really effective. By acting on the excess fatty acid accumulations, it helps to overcome unsightly faults

and so to preserve the loveliness of your skin.

An ideal foundation cream. Because the Milk of Magnesia *prepares* the skin properly — softening, smoothing away roughness and overcoming oiliness, powder and rouge go on evenly and hold for hours without need of touching up!

PHILLIPS' Milk of Magnesia CLEANSING CREAM. You've never seen a cleansing cream like this delightful one! The Milk of Magnesia not only loosens and absorbs the surface dirt, but penetrates the pores, leaving your skin soft, smooth and *really clean*!

Have a skin as young as you are! Give your skin the beneficial, beautifying help of these unique creams.



PHILLIPS'
Milk of Magnesia
CREAMS

2 SIZES.....30 CENTS AND 60 CENTS



FLOWERS OF THE MONTH*

handkerchiefs

Recipe for April

Take two flowers from Spring's bouquet and mix well with gay colors. Sprinkle on squares of pure fine linen and serve as gifts for all April occasions.

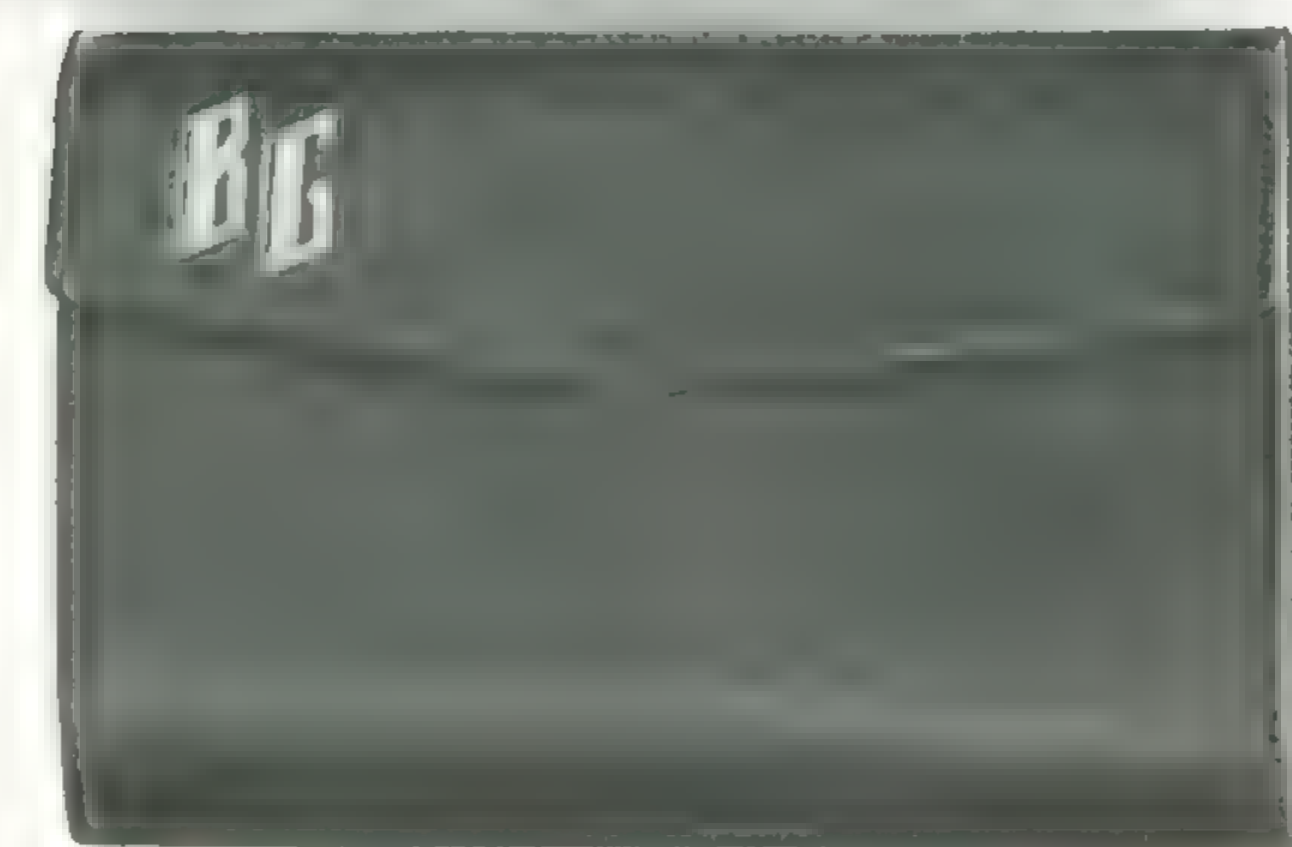
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SWEET PEAS AND DAISIES



Easter Accent FOR A Lovely Lady!

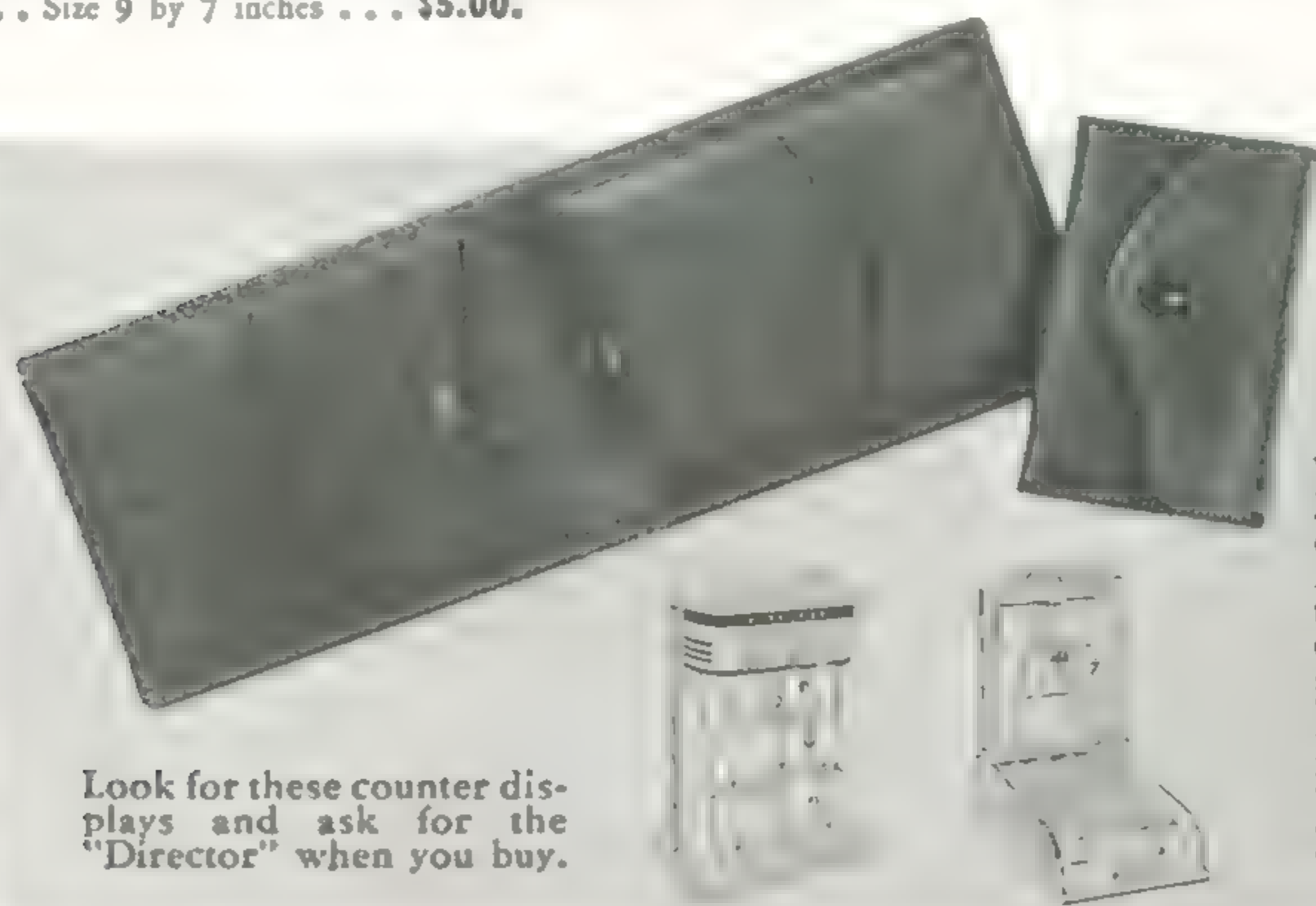


A Fashioned of soft crushed genuine Pochette Calf in Black, Brown, Blue, or Sienna Rust with brilliant gold swirl-center lock . . . patented Secret "Hide-Away" Pocket (exclusive with LaGarde) . . . Talon-fastened expanding gusseted pocket . . . double-face mirror . . . coin-purse attached with chain . . . leather-covered frame . . . Moire lined . . . Size 9 by 7 inches . . . \$5.00.

B For an oval accent this genuine Pochette Calf bag in Sienna Rust, Black, Brown, or Blue offers exclusive Secret "Hide-Away" Pocket . . . polished gold ornamental lock . . . double-face mirror . . . coin-purse attached with chain . . . leather-covered frame and leather welting . . . Moire lined . . . Size 11½ by 7 inches . . . \$10.00.

C For that smart tailored Easter ensemble, here is a smooth calf envelope in Black, Brown, or Blue with patented Secret "Hide-Away" Pocket . . . Talon-fastened patented expanding type center pocket and Talon-fastened back pocket . . . also open pocket . . . coin-purse attached to center pocket . . . leather-tabbed mirror . . . Moire lined with leather lined flap. Size 10½ by 7½ inches . . . \$7.50. Initials extra.

Prices slightly higher on the Pacific Coast

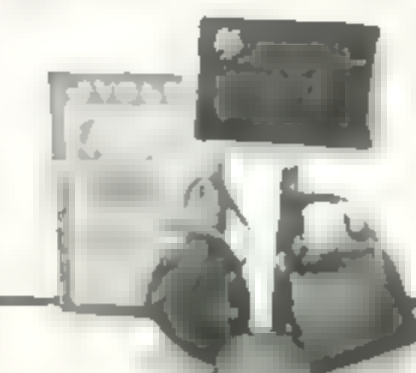


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Gift Guide TO A MAN'S HEART!

Whether he is young or old—the occasion Father's Day, Graduation, Christmas, his birthday or wedding, this "Director" Billfold or Key Kaddy in black or brown is a sure way to his heart! Prices range from \$1.50 up in choice of fine leathers. "Director" Billfold shown has 8 famous features — \$5.00. "Director" Key Kaddy shown has patented Removable Hooks—\$2.50. The Matched Set in gift box—\$7.50. Insist on the genuine—only the "Director" has the 8 exclusive features.

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"HIDEAWAY" POCKET



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Continued on adjoining page



Easter Accent
... a Lovely Lady!

Continued from adjoining page

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Co.; N. Porter Saddle & Harness Co.
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Providence, R. I., Callender McAuslan
and Troup Co. (Boston Store); J. A.
Foster Company; The Outlet Company
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Raleigh, N. C., Taylor Furnishing Co.
Richmond, Va., Miller & Rhoads, Inc.
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San Bernardino, Calif., The Harris Co.
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Ballard & Brockett Co.; The Marston Co.
San Francisco, Calif., The Emporium;
The White House; O'Connor, Moffatt & Co.
San Jose, Calif., Hale Bros.
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Seattle, Wash., Frederick & Nelson
South Bend, Ind., Ellsworth's
Spartansburg, S. C., The Aug. W. Smith Co.
Spokane, Wash., Spokane Dry
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and Company; Forbes & Wallace Co.
St. Louis, Mo.
Famous-Barr Co.; Scruggs-Vandervoort-
Barney, Inc.; Stix, Baer & Fuller Co.
St. Paul, Minn., The Golden Rule
St. Petersburg, Fla., The Willson-Chase Co.
Syracuse, N. Y., E. W. Edwards & Son
Tacoma, Wash., Cooks' Tacoma Trunk Co.
Tampa, Fla., O. Falk's Department Store
Toledo, Ohio, The Lamson Bros. Company
Vallejo, Calif., Levee's Department Store
Washington, D. C., Beckers; Woodward & Lothrop
Wilmington, Del., The Kennard Pyle Co.
Winston-Salem, N. C., Ideal Dry Goods Co.
Worcester, Mass., John C. MacInnes Co.

BEGINNERS' LINEN LESSON

(Continued from page 82) one dozen face-cloths; three bath-mats; one dozen linen or terry-cloth face-towels; one dozen linen guest-towels. For your kitchen, about one dozen tea-towels. And for the beach, about half a dozen big beach towels.

If you do not have to count the cost, here is a basic list for your "beginning linens":

Linen for master bedroom and guest-room (four single beds): two dozen fine white percale sheets; two dozen pillow-cases to match; four decorative, coloured bed sets; eight white linen sheets and pillow-cases; six blanket-covers.

Linen for two bathrooms: three dozen bath-towels; two dozen face-cloths; six bath-mats; two dozen linen face-towels; three dozen linen hand- (or guest-) towels.

For your kitchen and pantry linen: three dozen tea-towels.

Linen for two servants' rooms and bath: sixteen sheets; sixteen pillow-cases; one dozen bath-towels; six wash-cloths; two bath-mats; one dozen hand-towels.

BATH-TOWELS, BEACH TOWELS

Interesting new bath-towels: Cannon's new texture, called Marlborough, in dusty-rose (Altman); Cannon's green bath-towel with navy-blue and white stars sprinkled on it; or their white towel with wide awning stripes. Exclusive at Gimbel's. Martex's new towel with a border of dogwood, which comes in all colours (Altman); and their fine big towel for men, meaning your husband, which is forty-five by

sixty-eight inches wide (Lord and Taylor). McCutcheon's lovely guest-towels with tulips hand-painted on them.

Beach towels are gayer than ever this year: Cannon has some with Mexican designs on bright awning stripes. Macy's, Dundee has one with two-toned stripes and bright red border stripes. John Wanamaker. You can get all kinds of nautical designs, too. Have the same decorative theme for all your beach towels, so you can find and identify them easily.

EXTRA-LARGE SHEETS

Wamsutta makes those extra-large, double-bed sheets, of Supercalc, that we were telling you about. (Three yards by three and a half; with no seams, in white only.) They're at McCutcheon's. For budgeteers, McCreery sells Bates combed-yarn percale sheets for under two dollars (seventy-two by one hundred and eight inches). McCutcheon's also have an especially pretty Celanese unfinished rayon blanket-cover, with flowered piping and monogram.

McCutcheon's top quality, blue label percale sheet comes in white with sprays of apple-blossoms hand-painted above the hem-line, which you might get as something very special; or their sheet with daisies embroidered over your monogram. They have amusing and inexpensive shaggy bath-mats, which will lie-down-and-take-it.

Choosing your linens can be the most exciting of all your new household duties; but remember to choose even your linen luxuries with a weather-eye for value.

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TO OUR CONTRIBUTORS

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Now, these marvelous bras — retaining all the custom-made features of "uplift" and true support — await you at your favorite store — ready to mold even the most difficult "problem" bosom to ideal beauty. Know the loveliness of true "sculptural" lines — in a bra by Edith Lances. \$2 to \$7.50

Write Edith Lances, 17 W. 57th St., New York, for her booklet, "An Uplifting Story"—telling how she originated her idea, and what her bras can do for you.

COUNTRY WEDDING IN FRANCE

(Continued from page 89) To sing her marriage service, the bride had the most famous choir in France: "Les Petits Chanteurs à la Croix de Bois"—perhaps you remember them, with their little white surplices and their beautiful, clear, passionless voices in the moving episode of the priest in "Le Carnet de Bal."

"LE SUISSE"

It is customary in France for a uniformed guard, "Le Suisse," to head the bride's procession in leaving the church; but no village wedding ever saw a guard as resplendent as the one who strode in dignity before this bride and bridegroom. You can see him on page 88, in his fuchsia, white, and silver uniform—like those of the beadles in the Madeleine, but very much more splendid. Quite justly, the villagers found him even finer than the guard in the Beauvais Cathedral, not far away.

An avenue of snow-laden firs led from the church to the château, where every window held a fir-tree. And down that avenue came the wedding procession—the bride in her hoop-skirted white satin gown from Robert Piguët, pearl stars strewing her veil; and her cortège of children—all little nephews, nieces, cousins—the girls radiant in their Piguët hoop-skirts (childish variant of the bride's dress), the boys hugely amused by their unaccustomed Etons and top-hats.

In the Château de Corbeil-Cerf, the preparations for the wedding luncheon had been going on for weeks, in the traditional way. Country wedding guests can't celebrate on a biscuit, like thin-blooded townfolk. The family party lunched up-stairs in the château, the close friends in the drawing-room, and the Bishop and clergy, in solemn dignity in the library. All the villagers had been invited to a tremendous and enthusiastic lunch party in the parish hall.

After lunch, bride and bridegroom went the rounds, greeting their guests, clinking glasses. On page 89, you can see one of the bride's brothers offering a toast. (She has three brothers.) At the parish hall, girls sang an old French song of compliments to the bride, the village orchestra played, and the bride opened the dancing. Every one was as happy—as personally, possessively happy—as if the marriage were in his own family. Rarely can two young people have started married life on the crest of such a wave of affection and approval.

It is a far cry from this little village, in the middle of its carefully tended fields and poplar-bordered roads, to the towering sky-scrapers of New York, where this half-American bride is spending her honeymoon. But they will return. Wherever her new home may be, her old home is still the Château de Corbeil-Cerf.

The Newest "MIDGIE"—
A Flattering "TISH-U-KNIT" Sweater



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ENGAGEMENT AND WEDDING RINGS by Traub

EVE CURIE COMES TO AMERICA

(Continued from page 63) Her clothes are always the simplest, almost severe, models—from Chanel or Schiaparelli; her hats, the soberest of Suzy's creations. She has no valuable jewels.

She lives in a smallish apartment overlooking a garden. On her white walls hang a few charming water-colours by Constantin Guys; her Directoire furniture is covered in candy-pink. She would like to treat herself to a bigger apartment—one big enough at least to hold the letters and documents relating to her mother. She insists, however, on a garden and big rooms, and hasn't found her ideal yet. She drives her own small roadster, and she does her own typing.

WORLD-WIDE TRIBUTE

The greatest evidence of interest that Eve Curie's life of her mother has brought her is the letters in every language that pour in. A trapper in Finland is so deeply touched by the earnest, hard-working life of Marie Curie that he writes to tell her daughter about it. It is always the human side of the story, not the scientific accomplishment that incites these letters.

One embarrassment of having written a best seller is the question that hangs continually in the air: "What are you going to write next?" Eve Curie's reply is that she isn't a writer, that she has no creative imagination, and that she can only write about a subject she knows. The book about her mother

she doesn't consider creative writing at all. She simply wrote what she had observed, plus all she could learn about some one she loved and admired. Some day, perhaps, she will write a book about some other person who has lived and contributed a great deal to life, but she will never attack anything without feeling certain that her evidence is indisputable.

DEVOTEE OF CONCERTS

She prefers concerts to any other entertainment, and you always see her sleek black head at the Salle Pleyel or the Opéra. She might have been a great concert pianist herself if only she had not had so much liberty in choice of her hours of practice. She is a good musician, but rarely plays, except to herself. In her early twenties, she wrote the music criticisms for "Candide" and other papers, always under a pseudonym, because she couldn't bear to coast on a name that her mother's hard work had made famous. This strange embarrassment over being endowed with a name associated with something great to which she had never personally contributed anything, was a definite complex with her for years. Perhaps now she realizes that she has made the tale of her mother's and father's work known to millions, which is the most valuable contribution she could make, and the most fitting memorial to her parents.

BETTINA WILSON



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ANSWERS TO CORRESPONDENTS

HUNDREDS of queries about weddings reach Vogue Information Service about this time of year. Many of them involve questions which are of prime importance and are oddly overlooked in the great dither over what the bride and her party will wear. Therefore, we give you the following summary of Vogue's answers to the most universal of these matters, so that all about to wed may read:

ABOUT WEDDING CLOTHES FOR MEN: At a formal wedding, winter or summer, autumn or spring, noon or afternoon, the men of the wedding-party wear top-hat, cutaway, striped trousers, black shoes, white boutonniere; the waistcoat is white, buff, or grey, and spats to match; the gloves are white or buff; the tie is an Ascot, or sailor's knot, or bow tie. The groom and the best man wear the same type of collar, but the ties may differ. Ushers' ties are all alike. The bride's father's neck-dress is as he chooses. Otherwise, all men dress alike, in the same degree of formality. The groom and the best man do not wear gloves during the ceremony; they leave them with their hats in the vestry. But the ushers wear their gloves throughout the ceremony.

When it is the bride's second marriage (which never should be a large formal affair), the groom may wear formal attire (as above) or semi-formal attire. If the latter, he wears short black jacket, striped trousers, derby or grey Homburg. In waistcoat, collar, tie, and gloves, he has the same choice as for formal attire. The men in the wedding-party dress similarly. If the bride is wearing a street-length dress, the groom and the men of the wedding party may wear semi-formal or, possibly, dark business suits.

For a strictly informal garden wedding, white or light grey flannels with dark blue coats are considered correct.

The father of the bride and the father of the groom are always dressed in the same degree of formality as the other men in the wedding-party.

Boutonnieres for the ushers and best men are provided by the groom; he also sends the bride her bouquet, and a corsage for her going-away suit. It is usual, but not absolutely necessary, for him to send a corsage to the bride's mother, and one to his own mother.

ABOUT CORRECT ATTIRE FOR BRIDE'S MOTHER AND GROOM'S MOTHER: At a formal wedding, whether morning or afternoon, the mothers of the bride and groom wear simple, instep-length dresses of lace or silk, high of neck. Long sleeves are usual, but short sleeves may be worn.

Colour: Almost anything but black (and it must not clash with or overshadow the bridesmaids).... Brown, wine, purple, blue, beige, grey, deep green are all good. Prints are suitable.

The rule for semi-formal weddings is the same. And at an informal wedding, silk afternoon dresses of street length (regardless of bride's dress) are correct.

ABOUT EXPENSES: The bride's family bears the following expenses: the bride's trousseau; the wedding invitations and announcements; all wedding decorations (whether in church or home); the bridesmaids' bouquets; the transportation of the wedding-party to the church; the church expenses (with the exception of the clergyman's fee)...such things as the carpet from curb to door, the awning, the music, et cetera, and the wedding breakfast.

The groom bears the expense of the following: the bachelor dinner; the presents given to his ushers and best man; the wedding-ring; the bride's bouquet, ushers' boutonnieres, and corsages to the two mothers; the clergyman's fee; transportation of himself and bride from the church (unless the bride's family has a car, or one is lent for the purpose); and the wedding trip.

ABOUT MENUS FOR WEDDING PARTIES: I. At the most formal noon wedding breakfast, where guests sit at small tables and are served, the following menu would be appropriate: hot bouillon or *madrilène*, lobster Newburg or fish mousse, suprême of chicken, aspic of foies gras or tomato aspic, mixed green salad, ices, and coffee. Or you can simplify that menu by omitting the fish course.

II. A less formal noon wedding might be followed by a buffet lunch, where the guests help themselves. A good menu would be: hot or jellied consommé; seafood patty, or chicken croquettes and peas; cold smoked ham and turkey, chiffonade salad, ice-cream, *petits fours*, and coffee.



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ANSWERS TO CORRESPONDENTS

III. The formal afternoon reception differs from the luncheon in that no hot dish is provided. For instance, you might serve: cold consommé; choice of lobster or chicken salad; assorted thin sandwiches; cold cuts—buffet pieces, such as whole cold salmon or whole boned capon in jelly; ices, *petits fours*, and coffee.

IV. At a very simple outdoor country wedding, the food (served from a buffet table) might be: assorted sandwiches, chicken salad, ice-cream, cake, and coffee. (Or salad could be omitted.)

ABOUT REFRESHMENTS: It goes without saying that champagne is the preferred wedding drink, but it is costly, and champagne punch or other good punches can be served. We suggest two excellent ones:

I. WHITE WINE CUP. Use two bottles of Sauterne, one lemon, two oranges, strawberries, pineapple, and mint. The block of ice that cools the punch is hollowed out to hold a bouquet of fruit and sprigs of mint, all frosted with powdered sugar.

II. RHINE WINE PUNCH. (This is a very good recipe replete with a variety of liqueurs, but you can omit some if they are not on hand.) For each bottle of Rhine wine use:

Strained juice of three oranges
Strained juice of two lemons
Juice from small bottle of cherries
Sugar to taste
Pony of maraschino brandy
Pony of Benedictine
Pony of peach brandy
Pony of curacao
Half-pint of brandy
Pint of charged water

Prepare the mixture of juices, wine, and liqueurs two hours before the punch is to be served. Pour the mixture over a block of ice; add three oranges and two lemons cut in quarters, and the cherries cut lengthwise; and pour the charged water in last. More charged water can be added, if you prefer, but remember that the ice dilutes the punch to some extent.

EDITOR'S NOTE: Any reader can obtain from Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on fashion and costume; on household decoration; on shops dealing in merchandise of interest to Vogue readers, and on other subjects that fall within the scope of this magazine, by conforming to the following rules.

(1) The name and address must be legibly written or printed at the beginning or the end of every letter.

(2) In order to answer all inquiries promptly, it is suggested that as few questions as possible be asked in any one letter; a reply may be delayed because of the totally unrelated questions contained in a letter.

(3) Unless especially requested to keep a reply confidential, Vogue is privileged to publish (without actual names) any inquiry and answer that it considers of interest to its readers.

(4) As there is no shopping service connected with Vogue, no shopping commissions of any sort can be undertaken. However, Vogue Information Service will gladly suggest shops where direct purchases can be made.

NOBLESSE OBLIGE

Those who have passed the Red Door, on East Sixty-Sixth Street, know that it is here the New York Cancer Committee carries on its noble work of spreading knowledge about the prevention and cure of this disease. Fear of possessing it costs the world many lives that could be saved by early examination. In fighting cancer with knowledge, unwarranted fears are ended. The Red Door has become the portal of hope.... You can join this great fight by sending your contribution, however small, to the New York City Cancer Committee, 130 East Sixty-Sixth Street, New York. Perhaps it will save a life.

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FROM THE PARIS COLLECTIONS

(Continued from page 51) three yards long and a yard wide, that is expansive enough to serve as a coat. Molyneux made it, of ermine originally, and quick-thinking Mr. Oppenheim imported it, not in ermine, but in pink-and-black striped mousseline. You get a clear picture of it on page 52. For you Alix idolizers, here is one of her most sublime dinner-dresses, jersey in a subtle elephant-brown shade, twisted as only she can twist. Fun to have in your trousseau would be Schiaparelli's bright blue evening dress printed with white clouds and smiling cherubs. And two wonderful flatterers are Patou's fuchsia chiffon, intricately shirred at the waist, and Lelong's navy-blue dress with a cerise top.

Though Jay-Thorp doesn't usually go in for the flippant, skittish type of clothes, they did bring back Piguet's "little-girl" dress of checked surah, all starched frills and petticoat; Patou's guileless blue dress with a fluffy jabot; and the little lunch-basket bags, plaid umbrellas, and carnation fans. On the sophisticated side are: Francevramant's jersey dress in three shades of grey, one of the craftiest compromises between country and city you've ever seen. Patou's sleek town coat of navy-blue wool. Schiaparelli's black crêpe dress with a little starched lace let into the front (shown in March 15 Vogue). Incidentally, pause on your way through the fur department to look at the new Queen of England foxes, a cross between red fox and silver fox, resulting in a beautiful cinnamon shade with silver hairs. Ask to see, too, the jacket of wallaby fur,

first cousin to the kangaroo, a greyish black fur light as a puffball.

There's a trio of day suits in Henri Bendel's Collection that will make any suit-lover ecstatic. All three are Molyneux's. One: the new navy-green shade that's proving such an affinity with white or toast-coloured hats. Another: a navy-blue classic with a checked surah blouse. Third: a trim dress-and-jacket suit that appears to be grey herring-bone tweed and is not wool, but the lightest of silk crêpes. You'll want to put it in a trousseau, travel in it, sightsee the World's Fair in it, work in it through Manhattan's sweltering summer.

No superlatives are too warm for the collection of prints that Mr. Leon of Henri Bendel brought back. He has an eye for them, indisputably. Black and white zebras gambolling on a cool raspberry-red Schiaparelli dress. Ducks waddling over Dormoy's blue dress. Huge red ladybugs (the French call them "*Bêtes de Bon Dieu*," in the belief they bring good luck) on Schiaparelli's navy-blue dinner-dress. (Its lines, too, are good luck.) *Perroquets* on an Alix afternoon dress, with which you must wear that new upside-down beach basket of toast straw. Giant spray of lilacs on a white mousseline evening dress. Coin-dots on an evening dress, with a slight gipsy spirit.

The very week that Chanel's gipsy dresses touched these shores, four of them appeared one evening at Manhattan's new night-club, Fefe's Monte Carlo. Sudden, overwhelming success they are having, but don't expect to be the

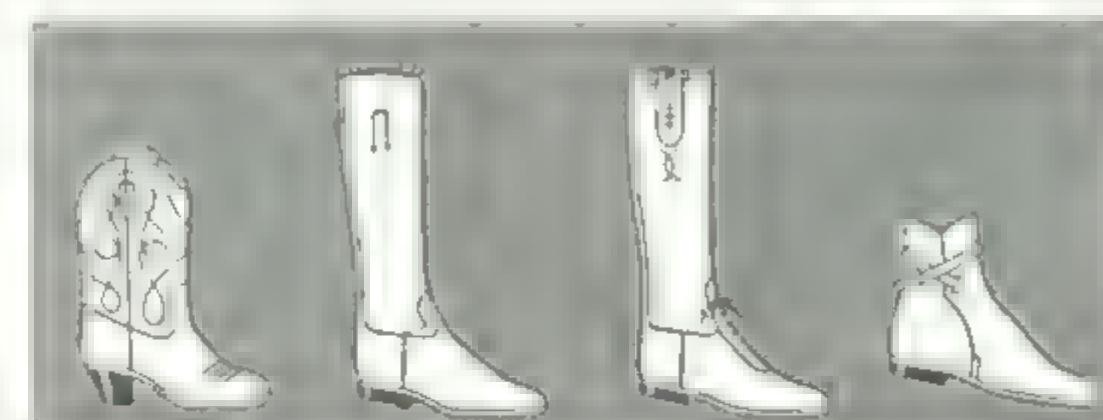
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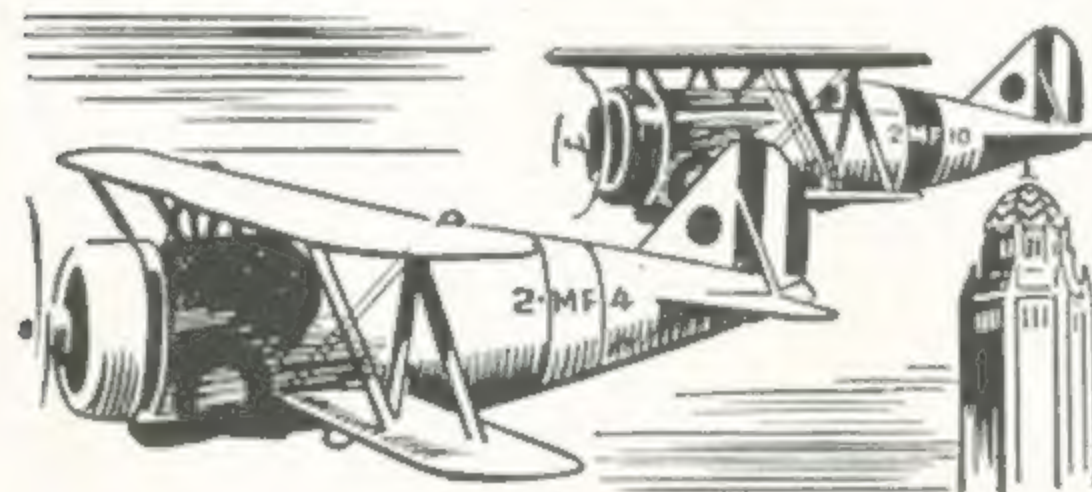
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FROM THE PARIS COLLECTIONS

only woman in the room wearing them. One of the gayest is imported by Bonwit Teller—a giddy taffeta skirt that ties like an apron over a blue ruffled tulle dress (page 61). Leave off the apron, and you have a non-gipsy dance dress. Here at Bonwit Teller's, too, are: Vionnet's pillar of white satin; Alix's sensational dress in two shades of red (they don't swear), a bright red chiffon blouse topping a great skirt of dark red chiffon; Patou's ingénue dress, pleated from hem to toe, the skirt held out by three hoops; Schiaparelli's humorous printed dinner-dress, inscribed with such phrases as "Handle with Care," and "Fragile."

Those elusive things, ideal afternoon dresses, crowd this Collection. A black silk marquise by Vionnet, the prim bodice set on a whirling skirt with dozens of tucks, each tuck stiffened with horsehair. A find for a wedding guest: Alix's pink jersey afternoon dress, screened with a coat of cinnamon mousseline. Francevramant's black taffeta dress, with a hem and jabot of black Valenciennes lace. Two or three of Schiaparelli's little black day suits and dresses, with lingerie touches, are here. So are: a wonderful beige tweed coat from Chanel; Dormoy's neat printed suit; and Chanel's neat shepherd checked wool in brown and white—faced with white piqué and born to go with a white hat.

Trust Mrs. Adam Gimbel of Saks-Fifth Avenue to cull from the Collections those charming, civilized, casual suits and dresses you want to live in...clothes without flash-in-the-pan

tricks or gewgaws. There's a wonderful striped blue Lelong suit, its seams quietly sewed in wavy lines. There is a Creed that the young will capitulate to—a navy-blue, double-breasted jacket that dips slightly in front and back. Another Creed with riding-habit distinction: a black wool jacket over a shepherd checked skirt of wool. There are two or three of Chanel's great beige jerseys. And there's Molyneux's blue bolero, red pleated skirt, and white blouse that should be a national uniform.

Two sports outfits you'll want instantly, though you can't put them on at the moment: Chanel's white cotton Norfolk suit (it looks like bedspread fabric), that is everything a white suit should be...plus brass buttons. And there's a remarkable new polo coat—pale blue camel's-hair—hung over the shoulders of a pale blue jersey spectator sports dress.

One of the triumphs of the evening importations is Molyneux's grey Récamier dress (see page 53), the neck square, sleeves puffed, waist high, the edges banded with silver leaves. A dress some bright bride is going to translate, in white, into a bridal dress. The feathery Chanel dress of ostrich-printed crêpe, its décolletages smothered in pink ostrich tips, is here, too. And Francevramant's pink faille jacket nipped in above a ballet-skirt of pink tulle. And Bruyère's unique white dress with a string of huge black leaves printed like a scarf on it. Truth to tell, there's not much of Paris that isn't here somewhere in America.



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to me!

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SOCIETY

BIRTHS

NEW YORK

Brown—On February 11, to Mr. and Mrs. Walter N. Brown (Mary Elizabeth Floyd), a daughter, Sandra Estelle Brown.

Clark—On February 5, to Mr. and Mrs. Peter Bradley Clark, junior (Betty Benjamin), of New York and Greenwich, Connecticut, a son, Peter Bradley Clark, third.

Crocker—On February 12, to Dr. Charles H. Crocker and Mrs. Crocker (Marguerite Brokaw), of New York and San Francisco, California, a son, Charles H. Crocker, third.

Henshaw—On February 22, to Mr. and Mrs. Richard Townsend Henshaw, junior (Elizabeth Douglas Vought), a son, Richard Townsend Henshaw, third.

Jenks—On February 12, in Orange, New Jersey, to Mr. and Mrs. Nicholas Cooke Jenks (Rosanne L. Wigham), of Morristown, New Jersey, a son.

Johnson—On February 10, to Mr. and Mrs. N. Dudley Johnson (Kathleen Maria Gibbs), a son, Dudley Disosway Johnson.

Smith—On February 12, to Mr. and Mrs. William Mason Smith, junior (Jane Chaplin Prouty), a son, William Mason Smith, third.

Talbott—On February 21, to Mr. and Mrs. Harold E. Talbott (Margaret Thayer), twin sons.

Waterbury—On February 11, to Mr. and Mrs. Stephen W. Waterbury (Eleanor D. Blake), a son, John Waterbury.

BOSTON

Scott—On February 20, in Honolulu, Hawaiian Islands, to Mr. and Mrs. Robert L. Scott (Barbara Chisholm), a son, Hugh Chisholm Scott.

CHARLOTTE, NORTH CAROLINA

Pharr—On January 28, to Mr. and Mrs. Neal Yates Pharr (Jean Wheeler), a son, Henry Neal Pharr.

SAN ANTONIO

Peavy—On January 26, to Dr. Dan C. Peavy and Mrs. Peavy (Mary Terrell), a son.

WAVERLY

Wells—On February 16, to Mr. and Mrs. Charles H. Wells, third (Marion Ellen Outerbridge), of Waverly, Pennsylvania, a daughter, Ellen Prentice Wells.

WEDDINGS

NEW YORK

Boynton-Schoepf—On March 11, in the Church of Saint James the Less, Mr. William Wilnot Boynton, son of Mr. and Mrs. Herbert F. Boynton, of Scarsdale, New York, and Miss Virginia Joy Schoepf, daughter of Mr. and Mrs. Albin K. Schoepf, of Scarsdale.

Keresey-Milburn—In Sainte Agathe des Monts, Province of Quebec, Canada, Mr. Henry Donnelly Keresey, of New York, son of Mrs. Mary Donnelly Keresey, and Miss Ann Lowery Milburn, daughter of Mr. and Mrs. Eugene Bliss Milburn, of Beverly Hills, California.

Marshall-Wood—On January 2, in Greenwich, Connecticut, Mr. Hugh D. Marshall, of Greenwich, and Mrs. E. Allan Wood, of Greenwich.

WEDDINGS

Phelps-Miller—On February 16, in New York, Mr. Walter K. Phelps, of Providence and Middletown, Rhode Island, son of Mr. and Mrs. Edgar M. Phelps, of "Slate Hill Farm," Middletown, and Miss Constance Miller, daughter of Mr. and Mrs. Nathan L. Miller, of New York and "Norwich House," Oyster Bay, Long Island.

Revedin-Trimble—On February 20, in the Lady Chapel of Saint Patrick's Cathedral, New York, Count Giovanni Revedin, of the Italian Diplomatic Service, son of the Marchese and the Marchesa di San Martino Revedin, of Rome, Italy, and Miss Margaret Randolph Trimble, daughter of the late Richard Trimble and Mrs. Trimble, of New York.

Rudloff-Boteler—On February 11, Mr. John A. Rudloff, of New York and Montclair, New Jersey, son of the late Mr. and Mrs. Frederick J. Rudloff, and Mrs. Elijah Smith Boteler, daughter of the late Melville Cox Marion and Mrs. Marion, of Elizabethtown, Kentucky.

Scull-Reichner—On February 15, in New York, Mr. R. Barclay Scull, son of Mr. and Mrs. William Carmalt Scull, of "Wyndon House," Bryn Mawr, Pennsylvania, and Mrs. Christine Biddle Cadwalader Reichner, of "High Hedges," St. James, Long Island, daughter of Dr. Williams Biddle Cadwalader and Mrs. Cadwalader, of Villa Nova, Pennsylvania.

BOSTON

Turner-Kruis—On December 27, in Manassas, Virginia, Mr. John Sturges Turner, son of Mr. John Turner, of Boston, Massachusetts, and Miss Margaret Kruis, of Washington, D. C., daughter of Mrs. Wilhelmina Van Schaick, of Amsterdam, Holland, and the late Herman Kruis, of Holland.

PASADENA

Bingham-Frean—On February 20, in All Saints Episcopal Church, Riverside, California, Mr. Carl Geary Bingham, junior, son of Mr. and Mrs. Carl Geary Bingham, of Highland Park, Illinois, and Nantucket Island, Massachusetts, and Miss Cornelia Scott Rokenbaugh Frean, daughter of Mr. William Peek Frean, of Devon, England.

PHILADELPHIA

Black-Timanus—On February 18, in the Church of Saint Martin's in the Field, Chestnut Hill, Pennsylvania, Mr. John L. Black, son of the late John L. Black and Mrs. Black, of Chestnut Hill and Pittsburgh, Pennsylvania, and Miss Mary Reading Timanus, daughter of Mr. and Mrs. J. Herbert R. Timanus, of Chestnut Hill.

Powell-Rothermel—On January 11, in Saint James' Church, Philadelphia, Pennsylvania, Mr. Robert Franklin Powell, of Philadelphia, son of Mr. and Mrs. Sheppard T. Powell, of Baltimore, Maryland, and Miss Rosalean Rothermel, daughter of Mr. and Mrs. Peter Frederick Rothermel, third.

PITTSBURGH

Oliver-Liggett—On February 18, in the Trinity Episcopal Church, Daytona Beach, Florida, Mr. David B. Oliver, son of Mrs. John C. Oliver, of Sewickley, Pennsylvania, and Miss Laura S. Liggett, daughter of Mr. and Mrs. Sidney S. Liggett, of Sewickley.



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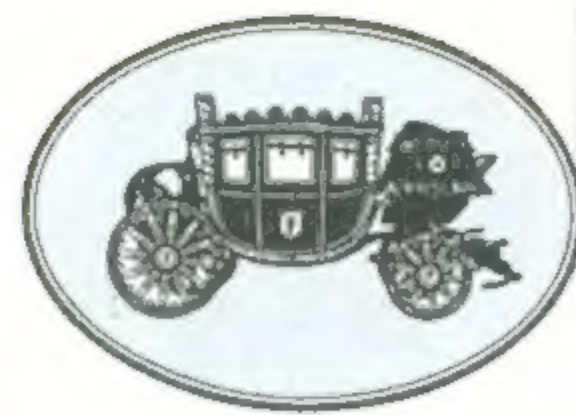
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